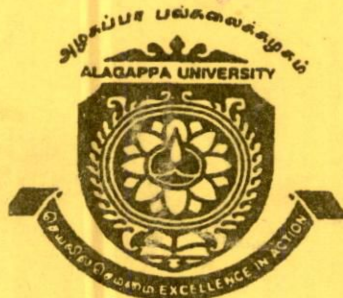
ALAGAPPA UNIVERSITY

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KARAIKUDI - 630 003 TAMILNADU

DIRECTORATE OF DISTANCE EDUCATION

M.B.A., (Tourism)

(IV Semester)



PAPER 4.4

GLOBAL TOURISM

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Paper-4.4

GLOBAL TOURISM

Paper 4.4: GLOBAL TOURISM

UNIT I : Global tourism markets –I (Europe and American Countries) : Europe and American tourism markets – Outbound and inbound tourism – Share in global tourism- Renowned Tourism attractions in the markets .

UNIT II: Global tourism markets -II (African and Middle East Countries): African and Middle East tourism markets – Outbound and inbound tourism – Share in global tourism- Renowned Tourism attractions in the markets.

UNIT III: Global tourism markets -III (North-east and South-east Asia (FAR EAST), South Asia and Oceania Countries): North-east and South-east Asia (FAR EAST), South Asia and Oceania Countries tourism markets – Outbound and inbound tourism – Share in global tourism- Renowned Tourism attractions in the markets.

UNIT IV: Global Tourism: World tourism trend – Growth and prospects of growth-Share of major regions and trend thereof – Trend in inbound and outbound tourism – Trend in International and Domestic tourism across the globe.

UNIT V: Global Tourism Resources: Global level accommodation and transportation facilities- Distribution over major regions – Global tourism earnings and distribution thereof amongst major countries and regions.

UNIT VI: Barriers to Global Tourism: Problems of Epidemics - Natural calamities like Tsunamis, Cyclones and Earth quakes – Manmade calamities and internal disturbances.

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Course Material Prepared by –

Dr. M. Selvam
Professor & Head
Dept. of International Business and Commerce
Alagappa University, Karaikudi.

UNIT I - GLOBAL TOURISM MARKETS -I

AMERICAN AND EUROPEAN COUNTRIES

Syllabus covered
Global tourism markets (Europe and American Countries): Europe and American market segments – Outbound and inbound tourism – Share in global tourism- Renowned Tourism attractions in the market segment.
OBJECTIVES 1. To present an Account of the European Tourism Market attractions 2. To present an Account of the American Tourism Market attractions 3. To present the Inbound and Outbound tourism in these markets 4. To present the Share in global tourism of these two regions

This lesson is presenting the major tourism attractions of the European and American tourism markets, the trend in inbound and outbound tourism of these two regions and market share of these regions in global tourism arrivals and so on.

1. EUROPEAN TOURISM MARKET: TOURISM ATTRACTIONS

Europe is the world's second-smallest continent in terms of area, covering about 2.0% of the Earth's surface. Of Europe's 48 countries, Russia is the largest by both area and population, while the Vatican is the smallest. Europe is the third most populous continent after Asia and Africa with a population of 710,000,000 or about 11% of the world's population. Europe is the birthplace of Western culture. World's beautiful tourism attractions are in Europe. World's tourism is also concentrated in Europe.

European nations played a predominant role in global affairs from the 16th century onwards, especially after the beginning of colonization. By the 17th and 18th centuries European nations controlled most of Africa, the Americas, and large portions of Asia. World War I and World War II led to a decline in European dominance in world affairs as the United States and Soviet Union took prominence. The Cold War between those two superpowers divided Europe along the Iron Curtain. European integration led to the formation of the Council

of Europe and the European Union in Western Europe, both of which have been expanding eastward since the fall of the Soviet Union in 1991. Table 1 gives the European countries.

Table 1: European Countries

Country	Area(km^2)	Population (1-7- 2002)	Popln. Density (per km^2)	Capital
Eastern Europe:				
Belarus	207,600	10,335,382	49.8	Minsk
Bulgaria	110,910	7,621,337	68.7	Sofia
Czech Republic	78,866	10,256,760	130.1	Prague
Hungary	93,030	10,075,034	108.3	Budapest
Moldova	33,843	4,434,547	131.0	Chişinău
Poland	312,685	38,625,478	123.5	Warsaw
Romania	238,391	21,698,181	91.0	Bucharest
Russia	3,960,000	106,037,143	26.8	Moscow
Slovakia	48,845	5,422,366	111.0	Bratislava
Ukraine	603,700	48,396,470	80.2	Kiev
Northern Europe:				
Aaland	1,552	26,008	16.8	Mariehamn
Denmark	43,094	5,368,854	124.6	Copenhagen
Estonia	45,226	1,415,681	31.3	Tallinn
Faroe Islands -	1,399	46,011	32.9	Tórshavn
Finland	336,593	5,157,537	15.3	Helsinki
Guernsey	78	64,587	828.0	St Peter Port
Iceland	103,000	307,261	2.7	Reykjavík
Ireland	70,280	4,234,925	60.3	Dublin
Isle of Man	572	73,873	129.1	Douglas
Jersey	116	89,775	773.9	Saint Helier
Latvia	64,589	2,366,515	36.6	Riga
Lithuania	65,200	3,601,138	55.2	Vilnius

Norway	324,220	4,525,116	14.0	Oslo
S&J Islands	62,049	2,868	0.046	Longyearbyen
Sweden	449,964	9,090,113	19.7	Stockholm
United Kingdom	244,820	61,100,835	244.2	London
Southern Europe:				
Albania	28,748	3,600,523	125.2	Tirana
Andorra	468	68,403	146.2	Andorra
Bosnia and	51,129	4,448,500	77.5	Sarajevo
Croatia	56,542	4,437,460	77.7	Zagreb
Gibraltar (UK)	5.9	27,714	4,697.3	Gibraltar
Greece	131,940	10,645,343	80.7	Athens
Italy	301,230	58,751,711	191.6	Rome
Macedonia	25,333	2,054,800	81.1	Skopje
Malta	316	397,499	1,257.9	Valletta
Montenegro	13,812	616,258	44.6	Podgorica
Portugal	91,568	10,084,245	110.1	Lisbon
San Marino	61	27,730	454.6	San Marino
Serbia	88,361	9,663,742	109.4	Belgrade
Slovenia	20,273	1,932,917	95.3	Ljubljana
Spain	504,851	45,061,274	89.3	Madrid
Vatican City	0.44	900	2,045.5	Vatican City
Western Europe:				
Austria	83,858	8,169,929	97.4	Vienna
Belgium	30,510	10,274,595	336.8	Brussels
France	547,030	59,765,983	109.3	Paris
Germany	357,021	83,251,851	233.2	Berlin
Luxembourg	2,586	448,569	173.5	Luxembourg
Monaco	1.95	31,987	16,403.6	Monaco
Netherland	41,526	16,318,199	393.0	Amsterdam
Switzerland	41,290	7,507,000	176.8	Bern
Central Asia				
Kazakhstan	150,000	600,000	4.0	Astana

Western Asia				
Azerbaijan	7,110	175,200	24.6	Baku
Georgia	2,000	37,520	18.8	Tbilisi
Turkey	24,378	11,044,932	453.1	Ankara
Total	10,176,2460	、709,608,850	69.7	

i. Andorra

Andorra officially the Principality of Andorra is a small landlocked country in Western Europe, located in the eastern Pyrenees mountains and bordered by Spain and France. Once isolated, it is currently a prosperous country mainly because of tourism and its status as a tax haven. The climate is high mountain type with Mediterranean influences, winter temperatures are low and in summer they are mild, with large variations taking place according to altitude and orientation. Tourist attractions: Tourism is the most flourishing business in Andorra, thanks mainly to the tax and customs exemption that the country enjoys. UNESCO has inscribed 1 Andorra property in the World Heritage List.

ii. Austria

Austria is a federal republic state with a parliamentary democracy. Vienna, the state capital has approximately 1/4 of the entire national population. Geographically, Austria lies in Central Europe, on the northern side of the Alps chain. Approximately 60% of the Austrian territory its constituted from mountains. The Austrians lakes are of modest dimensions and generally of glacial origin. Great part of Austria is exposed to dominant winds from the West and North-West. **Tourist attractions:** From crystal-clear lakes to ice-capped and precipitous peaks, from romantic vineyards to luxuriant forests, from lush pasturelands to isolated marshlands, Austria's offer sceneries of rare beauty. The landscapes, old towns and cities are a reflection of the history and culture that has developed over the centuries. Whether you want to holiday in the Alps or if you want to take a weekend break and enjoy some city sophistication, it is there for the taking in Austria. Naturally beautiful landscapes, mountains, lakes and rivers come as standard in the country. The reliefs of the Austrians Alps make of the country a sky destination of world-wide reputation. Thanks to the numerous

natural beauties Austria is an important destination for nature and trekking lovers. The country has approximately 47% of its territory covered with forests. UNESCO has inscribed 8 Austrian sites in the World Heritage List

iii. Belgium

Belgium is a hereditary monarchy, composed by 3 Regions and by 3 communities: French, Flemish and German language. In the coastal region, the climate is mild and humid. There are marked temperature changes farther inland. In Brussels, the mean temperature is 10°C, ranging from 3°C in January to 18°C in July. Average annual rainfall is between 70 and 100 cm. Tourist attractions: Belgium has some historical cities like Bruges, Antwerp, the capital city Brussels, etc. UNESCO has inscribed 9 Belgian sites in the World Heritage List.

iv. Bulgaria

Bulgaria is a Parliamentary Republic, situated in South-eastern Europe. It makes part of the European Union. Bulgaria has a continental climate, with cool and damp winters, very hot and dry summers, and Mediterranean influence along the Black Sea coast. **Tourist attractions:** Sofia, the state capital, is one of the most beautiful eastern European cities. The city of Varna has landmarks that are magnificent natural scenery with beautiful and convenient strip of beaches with fine golden sand. The Bulgarian lands have rich and most diverse cultural heritage. Inhabited since prehistoric times, they keep lasting traces from different ages with rich traditions. Among the most precious relics unearthed in the Bulgarian lands has been the cultural heritage of the Thracians, who had produced incredible artistic and architectural masterpieces. UNESCO has inscribed 9 Bulgaria properties in the World Heritage List.

v. Croatia

Croatia is a parliamentary republic in the Balkan peninsula. The main rivers of Croatia are the Drava and Sava. Continental climate with strong thermal excursions runs in the inland of the country and Mediterranean climate on the coast. **Tourist attractions**: Croatia is a young nation with Italian and Venetian influences in the palaces of the cities and in the culture. The Euphrasian Basilica in Porec-Parenzo, the archipelago of Brijuni-Brioni islands, are enchanting attractions. Along the coast of are hundreds of islands with wonderful sea and the historical cities. UNESCO has inscribed 6 Croatian sites in the World Heritage List.

vi. Cyprus

Cyprus is the third largest island in the Mediterranean Sea. Cyprus, is part of the European Union. Cyprus enjoys a warm Mediterranean climate, with long dry summers from mid-May to mid-October and with mild rainy winters from December to February, which are separated by short autumn and spring seasons. **Tourist attractions:** Cyprus has some of Europe's cleanest beaches. Cyprus is the legendary birthplace of the goddess of beauty and love. Cyprus is an island of beauty and a country of contrasts. Cyprus conjugates the beauty of its sea and its beaches, the lively of its traditions, the wealth of its works of art, that they go from the archaeological remains of the several civilization that are passed in the island, to the imposing Venetian and Turkish fortresses, to the beautiful orthodox churches and monasteries. UNESCO has inscribed 3 Cyprus properties in the World Heritage List

vii. Czech Republic

Czech Republic was born from Czechoslovakia on 1 January 1993, when the country peacefully split into the Czech and Slovak republics. It is a pluralist multi-party parliamentary representative democracy; and a member of the European Union since 1 May 2004. The Czech Republic has a temperate, continental climate with relatively hot summers and cold, cloudy winters, usually with snow. **Tourist attractions:** The Czech Republic represents a crossing point between the various European cultures, the beauty and the variety of its natural landscapes and the wealth of its artistic and cultural patrimony, make it an interesting nation for the tourist. The historic city of Prague is the primary tourist attraction; it's a wonderful city, rich of bridges, cathedrals, towers, churches and cupolas. UNESCO has inscribed 12 Czech sites in the World Heritage List

viii. Denmark

Denmark is a Constitutional monarchy. Denmark is divided into five regions and a total of 98 municipalities. Denmark is a member of the European Union. The country is flat with little elevation, having the highest natural point at 170 metres. Greenland and the Faroe Islands are also parts of the Kingdom of Denmark, but have autonomous status and are largely self-governing, and are each represented by two seats in the parliament. Denmark has a continental climate, with cold winter and mild summer, subject to the influences of the air

masses of Atlantic origin. **Tourist attractions:** The main attraction for the tourist in Denmark is sure the visit of the state capital, Copenhagen. But also other historical cities attract of with their museums, the medieval palaces and the castles. UNESCO has inscribed 4 Danish sites in the World Heritage List.

ix. France

France is a Republic organised as a unitary semi-presidential republic. France is divided into 26 administrative regions, of these 22 are in metropolitan France and four are overseas regions. French Republic also has six overseas collectivities. It is part of the European Union. France is bordered by Belgium, Luxembourg, Germany, Switzerland, Italy, Monaco, Andorra, and Spain, with Mediterranean Sea and the Atlantic Ocean. The French territory is composed in wide part from hilly and plain areas, where many rivers run. Many rivers are navigable with 8,623 km of inner navigable ways. The French part of the Alps culminates in several in granite massif. France has the benefit of a temperate agreeable climate. **Tourist attractions:** France is the first country in the world for number of tourists. Many are its attractions. They include the prehistoric remains, the ancient cities of the Roman Empire, the medieval castles, the gothic cathedrals, the natural beauties, the Mountains, the Atlantic Ocean beaches, etc. State Capital Paris is one of the most beautiful and interesting cities of the world. Popular tourist sites include: Eiffel Tower, Louvre Museum, Palace of Versailles, Orsay Museum, Mont-Saint-Michel, Carcassonne, Palace of the Popes, Disneyland Resort Paris, ski resorts of the French Alps or Pyrenees. UNESCO has inscribed 30 French sites in the World Heritage List.

x. The Federal Republic of Germany

The Federal Republic of Germany is a democracy member of the European Union (EU). The Federal Republic of Germany is a federation of individual states. There are 16 federal states with their own Governments. The capital city is Berlin. Germany is located at the heart of Europe. It forms the link between maritime Western Europe and the continental East, between the Warmer south and the cool North. Germany is a triad of lowland plains, upland hills and mountains. From the Alps in the south, Germany stretches via the forested central highlands to the North and Baltic Seas. Germany is bordered by Austria, Belgium, the Czech Republic, Denmark, France, Luxembourg, Netherlands, Poland and Switzerland. The majority of Germany lies within the moderate, maritime climatic zone. Rain falls throughout the year. **Tourist**

attractions: Vibrant cities with amazing architecture, fabulous shopping and pulsating nightlife, Enchanting medieval villages and traditional wine villages with friendly festivals and regional specialities, Picturesque countryside, Castles, palaces and abbeys are the epitome of German romanticism. UNESCO has designated 32 German sites as World Heritage sites.

xi. Greece

Greek is the cradle of the civilizations. Greece is a Presidential Parliamentary Democracy situated in South-eastern Europe. Greece is a member of the European Union since 1981. Athens is the capital. Thessaloniki, Patras, Heraklion, Volos and Larissa are some of the country's other major cities. Four-fifths of Greece consists of mountains or hills. The climate in Greece is predominantly Mediterranean with plenty of sunshine, mild temperatures and a limited amount of rainfall. Due to the country's geographical position there is great variation in Greece's climate. **Touristic attractions:** Greece has an abundance of resources that tourists with ecological and cultural interests will find attractive. Greece is full of archaeological sites and monuments, the monuments of the Classic Antiquity attract tourists from all over the world. The archaeological areas still today continue to carry to the light the splendid Greek past. The sea and the beauties of the hundreds of Greek islands complete the reasons for a visit of this most interesting country. The Greek coast has a total length of approximately 16,000 km with unparalleled natural beauty. UNESCO has inscribed 17 Greek sites in the World Heritage List.

xii. Greenland

Greenland is the largest island in the world, located in the North Atlantic Ocean. Politically Greenland belongs to Denmark, of which is a county with full legislative and administrative autonomy. Most of Greenland is covered by ice (known as the Greenland ice sheet) thickness sometimes exceeding 2000 meters, which covers about 85% of the total area. 10% of the world's freshwater can be found in Greenland. The ice-free area only covers a total of 15% of area. Approximately one-twentieth of the world's ice and one-quarter of the earth's surface ice is found in Greenland. The vegetation is very limited. During the winter, temperatures range from - 5°C to - 30°C and in the summer from 5°C to 15°C. As the air in Greenland is very dry, temperatures do not feel as cold as in Europe. The summer, which often runs from June all the way into September, is Greenland's high season. **Tourist attractions:** The main attraction for tourists

in Greenland is the wonderful country Arctic landscapes. Even natural phenomena such as the aurora borealis, are attractive. Another natural phenomenon is the midnight sun that can be seen from Qaanaaq from April 19 to August 24; from Uummannaq from May 16 to July 28; from Ilulissat from May 25 to July 25. For nature lovers interesting is also the observation of wildlife, represented by reindeer, white bears, wolves, arctic foxes and hares, seals, whales. UNESCO lists one attraction in its World Heritage Sites

xiii. Hungary

Hungary is a Parliamentary republic, member state of the European Union since May 1, 2004. Its capital is Budapest. More than one half of Hungary's landscape consists of flat plains. It contains Lake Balaton, the largest lake in Central Europe (592 sq km). The country's two most prominent rivers, the Danube, of which the Hungarian section is 417 km long, and the Tisza at 598 km, traverse Hungary from north to south. Hungary has a temperate continental climate, with cold, cloudy, humid winters and warm to hot summers. January is the coldest month (-1 C average) and August the warmest (21C). Hungary is best visited over the summer period, when the weather is warmer. **Tourist attractions:** Main attraction is without a doubt the colourful Budapest, with its monuments and palaces, the coffees, the lively artistic and musical panorama, its numerous cultural and recreational manifestations. Lake Balaton with its numerous tourist localities and the beautiful baroque cities are places deserving of a travel. UNESCO has inscribed 8 Hungarian sites in the World Heritage List.

xiv. Iceland

Iceland is a Constitutional republic in north-western Europe. Iceland has extensive volcanic and geothermal activity. Geologically the island is extremely active with about 130 volcanic mountains. The Glaciers of Iceland cover about 11% of the land area of Iceland. Thanks to the Gulf Stream, Iceland enjoys a cool temperate ocean climate. South and south-west winds bring plentiful precipitations. **Tourist attractions**: The attractions of Iceland are mainly the spectacularly dramatic landscape born from volcanic eruptions and carved out by glaciers. UNESCO has inscribed 1 Icelandic site in the World Heritage List.

xv. Ireland

Ireland is a Republic and a Parliamentary Democracy. It is composed by 4 regions and 26 counties. Dublin in the state capital and largest city, the others

important cities are Cork, and Limerick. The Republic of Ireland lies in the north Atlantic Ocean and is separated from Britain by the Irish Sea to the east. The north-eastern part of the island (Northern Ireland) is part of the United Kingdom. The country has a central plain surrounded by a rim of mountains and hills offering some of the most varied and unspoilt scenery in Europe. The west-coast of Ireland mostly consists of cliffs, hills and low mountains. The interior of the country is relatively flat land, traversed by rivers such as the River Shannon and several large lakes. Ireland has a mild, oceanic-temperate climate due to mild south-westerly winds and the Gulf Stream. Summers are warm, while temperatures during winter are much cooler, between 5°C and 8°C. Rain falls all year, with up to 275 days with rain in some parts of the country. The cloudy sky is one of the features distinguished the Irish landscape. **Tourist attractions:** Ireland is famous for its natural beauties. The Cliffs of Moher is the most famous and spectacular cliffs of Ireland. There enchanting beaches made entirely from coral pieces. There are the numerous remains of castles and abbeys. The 3,500 km of Ireland's coastline embrace a remarkable diversity of scenery from long, gently beaches and rocky sea cliffs and headlands, outstanding mountains, attractive villages and towns, prehistoric and religious sites. UNESCO has inscribed 2 Irish sites in the World Heritage List.

xvi. Italy

Italy is located in Southern Europe. The country comprises the Po River valley, the Italian Peninsula and the two largest islands in the Mediterranean Sea, Sicily and Sardinia. Italy shares its northern alpine boundary with France, Switzerland, Austria and Slovenia, and it is surrounded on three sides by the Mediterranean Sea. The independent states of San Marino and the Vatican City are enclaves within Italian territory, while Campione d'Italia is an Italian exclave in Switzerland. Italy is a member of the European Union. The capital city is Rome. Italy is subdivided into 20 regions. The Italian Peninsula is one of the greatest peninsulas of Europe, spanning 1,000 km from the Alps in the north to the central Mediterranean Sea in the south. The Apennine mountain forms the backbone of this peninsula, leading north-west to where they join the Alps. The mountain range that then forms an arc enclosing Italy from the north. The terrain is mostly hilly and mountainous; some plains is drained by the Italy's longest river Po and coastal lowlands. The moderating influence of the sea and the protection given by the Alpine barrier from the cold north winds join to bless

Italy with a temperate climate. Nevertheless, the weather varies considerably according to how far one is from the sea or the mountains. In mountain areas, winter is ideal for skiing, and summer for excursions, hiking, etc. Seaside and lake resorts, with their excellent hotel facilities, have an intense tourist season in the summer, while the cities that are rich in art treasures are ideal in spring and autumn. Every season is suitable and every month is the most interesting time, depending on the region you choose to visit or what you want to do. Nevertheless, the best time to visit Italy is between April and June. **Tourist attractions:** Tourist attractions in Italy include historical cities and villages : Rome, Florence, Venice, Pisa, etc); David of Michelangelo in Florence, Colosseum and Vatican City in Rome, Egyptian Museum in Turin, The Last Supper of Leonardo in Milan, St Mark's Basilica and the Doge's Palace in St Mark's Square in Venice, the Leaning Tower in Pisa and many others; and beautiful countryside throughout the country, Volcanoes, etc.

Italy is at the first place in the world in the UNESCO list of World Heritage Site, with 41 Italian sites.

xvii. Latvia

Latvia is a small country on the Baltic Sea, a democratic parliamentary republic. Latvia has been a member state of the European Union since May 1, 2004. Undulating plains cover 75% of Latvia's territory; 25% of the territory lies in uplands of moderate-sized hills. Winter in Latvia can be very cold. The coldest months are January and February. May to September is the best time to visit, with daytime temperatures averaging 16°C. July and August is the peak tourist season. **Tourist attractions:** The attractions for the tourists comprise of archaeological and historical monuments, sacred and military buildings. The historical center of Riga is the more important tourist landmark of the country. On the natural side the country has three national parks. UNESCO has inscribed 2 Latvia sites in the World Heritage List.

xviii. Lithuania

Lithuania is a democratic republic that lies on the eastern coast of the Baltic Sea. Lithuania has been a member state of the European Union since 1 May 2004. The most important cities are the state capital Vilnius, Kaunas, etc. Nearly one third of the territory is covered by forests. The landscape is punctuated by many lakes, the majority of the lakes are found in the eastern part

of the country. The largest river is the Nemunas which originates in Belarus. The climate lies between maritime and continental, with wet, moderate winters and summers. Winter temperatures are usually below freezing. Rainfall is spread throughout the year, but more rain tends to fall on the coast. Summer is the wettest season and cloudy skies are common. **Tourist attractions:** The attractions for the tourist in Lithuania are constituted from the historical sites and the natural landscapes and the archaeological areas. UNESCO has inscribed 4 Lithuanian sites in the World Heritage List.

xix. Macedonia

Macedonia is a Parliamentary republic on the Balkan peninsula in south-eastern Europe. It gained independence from Yugoslavia in 1991. The Republic of Macedonia is a mountainous land right at the heart of the Balkans. Macedonia has a pronounced continental climate, with very cold winters and hot summers. **Tourist attractions**: The Republic of Macedonia has a rich cultural heritage in art, architecture. Its churches and mosques contain many fine examples of art and architecture. The attractions of Macedonia are mainly constituted from the beautiful Byzantine churches. There are historical remains of Roman age. The country is known also for winter tourism. UNESCO has inscribed 1 Macedonian site in the World Heritage List.

xx. Malta

Malta is a Parliamentary republic, situated in the middle of the Mediterranean, with the largest inhabited island, Malta, lying 93 km south of Sicily and 290 km from North Africa. Malta became a member of the European Union, on May 1, 2004. The Maltese archipelago is formed from limestone sedimentary rocks formations, with high rocky cliffs, interrupted, from deep inlets. Malta's climate is strongly influenced by the sea and is typical Mediterranean. Warm most of the year. Summers are hot, dry and very sunny, the hottest months are between July and September, but the heat is tempered by cooling sea breezes. Temperatures vary between 10°C in winter and 31°C in summer. **Tourist attractions:** Malta boasts 7000 history years, the archipelago is a true open air museum, the natural beauties and the monuments of historical-artistic interest including prehistoric remains, the fortifications of the Knights of Malta, the churches and the palaces of the Valletta. UNESCO has inscribed 3 Malta site in the World Heritage List.

xxi. The Netherlands

The Netherlands is a constitutional monarchy with a parliamentary system, and its government consists of the Queen and ministers. The main cities are: Amsterdam, The Hague, Rotterdam, Utrecht, etc. The country is mainly formed by low and flat lands. Atlantic Climate type prevails with wet and windy, characterized by frequent rains and high variability. April is the best month for daffodils, May for tulips. **Tourist attractions:** There are many attractions for a trip in the Netherlands. The museums are full of masterpieces by great masters of painting like Van Gogh, Johannes Vermeer and Rembrandt; among these include the Amsterdam Rijksmuseum, the Van Gogh Museum in Amsterdam or the Mauritshuis in The Hague. Amsterdam has even the greatest world concentration of museums per square kilometer. UNESCO has inscribed 7 Dutch properties in the World Heritage List.

xxii. Norway

Norway is a constitutional monarchy. The Kingdom of Norway also includes some Arctic island territories also. Norway is divided into nineteen first-level administrative regions called. Oslo is the state capital; main cities are also: Bergen, Kristiansand, etc. Norway has a great variety of natural features caused by prehistoric glaciers. Today the glaciers cover a surface of approximately 5,000 sq km. Thanks to the warming effects of the Gulf Stream. Norway has a very mild climate compared to other countries at a similar latitude. The coldest months of the year are January and February. The warmest time July and August with 25°C - 30°C. The best period to visit Norway is from May to September. **Tourist attractions:** Norway is a picturesque country with many natural beauties. Norway for the tourist is generally spectacular with its fjords and islands; the midnight Sun; the glaciers; the Northern Lights (Aurora Borealis). UNESCO has inscribed 7 Norway sites in the World Heritage List

xxiii. Poland

Poland is a Parliamentary republic situated in the north-eastern Europe. Poland has been a member state of the European Union since 1 May 2004. The main cities are the state capital Warsaw, Poznan etc. Poland has a moderate continental climate, with short warm summer and rigid winter with minimal temperatures around -20°C. Summers are generally warm, with average temperatures between 20 °C and 27 °C. Winters are cold, with average

temperatures around 3 °C in the northwest and –8 °C in the northeast. **Tourist attractions**: The tourist attractions in Poland are constituted from the rich history of the country, that reflected both in the majestic Castles and Polish Palaces and in the beautiful historical cities, but also in the great variety of natural landscapes, parks and protected areas. UNESCO has inscribed 13 Poland sites in the World Heritage List.

xxiv. Portugal

Portugal is a Parliamentary democracy, member of the European Union, situated at the south-west point of Europe. It includes two archipelagos in the Atlantic Ocean. Portugal is bordered by the Atlantic Ocean to the west and south and by Spain to the north and east. The state capital is Lisbon, while the other main cities are Porto, Braga and Coimbra. Mainland Portugal is split by its main river, the Tagus. Portugal is one of the warmest European countries. Spring and Summer months are usually sunny and the temperatures very high during July and August. **Tourist attractions:** Portugal is renowned for its magnificent southern coast, the Algarve, one of the main destination of European tourism. UNESCO has inscribed 13 Portuguese sites in the World Heritage List which include: Convent of Christ in Tomar, Cultural Landscape of Sintra, Historic Centres, Landscape of the Pico Island Vineyard Culture, etc.

xxv. Romania

Romania is a semi-presidential parliamentary democracy based on a bicameral Parliament. Romania is member of the European Union. Romania is situated in the south-eastern part of Central Europe and shares borders with Hungary, Yugoslavia, Bulgaria, the Black Sea, Ukraine and the Republic of Moldova. Romania has a temperate climate with four distinct seasons. Spring is pleasant with cool mornings and nights and warm days. In summer, the weather is hot and dry. The best period to visit Romania starts from the end of April to the beginning of July and from end of August to the end of October, with generally mild and pleasant temperatures. **Tourist attractions:** Romania is an interesting destination from a cultural and natural point of view. Romania's territory features splendid mountains, beautiful rolling hills, fertile plains and numerous rivers and lakes. Cultural attractions are the numerous castles, ancient towns, medieval fortresses, wooden and painted churches. At the center of Europe, Romania has many tourist attractions. The coast which overlooks the Black Sea, is studded with modern resort, a short distance from what is the

nature reserve of the Danube Delta. The Transylvania offers striking castles. Interesting cities linked to the history of Rome such as Julia Alba, Arad, etc attract tourists. UNESCO has inscribed 7 Romania sites in the World Heritage List.

xxvi. Slovakia

Slovakia was born from Czechoslovakia on 1 January 1993, when the country peacefully split into the Czech and Slovak republics. Slovakia is a parliamentary republic. Slovakia became a member of the European Union in May 2004. The Slovak landscape features rugged mountains in the central and northern part of the country. Along the Polish border are many lakes and deep valleys. The Slovak climate lies between the temperate and continental climatic zones, with relatively warm summers and cold, cloudy and humid winters. The main tourist season lasts in Slovakia from May to September. **Tourist attractions:** Beyond to the beauties of the state capital, Bratislava, Slovakia is a country of castles, mountains and medieval villages. UNESCO has inscribed 6 Slovakia sites in the World Heritage List.

xxvii. Slovenia

Slovenia is a presidential republic in the northern side of the Balkan peninsula. It is part of the European Union. The Slovenian territory is mainly mountainous. The summers are hot and winters are long, cold and abundant snowfall. **Tourist attractions:** Slovenia presents wonderful natural landscapes, among which stand karstic landscapes including wonders of nature such as the Postojna caves and Skocjan Caves. The capital Ljubljana is also called the small Prague. UNESCO has inscribed 1 Slovene site in the World Heritage List.

xxviii. Spain

Spain is a parliamentary monarchy that lies in the south-western extremity of Europe. Additionally the Balearic Islands in the Mediterranean Sea, Canary Islands in Atlantic Ocean close to the Moroccan coast, and Ceuta and Melilla, located in northern Africa, are Spanish territory. State Capital is Madrid. Main cities are Barcelona, Valencia, Granada, Bilbao, etc. Spain is part of the European Union. Spain has a predominantly warm Mediterranean climate, with dry summers and winters with balanced temperatures. **Tourist attractions:** Spain is the second state in the World, after France, for number of tourist

arrivals. There are 39 Spanish places in the UNESCO list of World Heritage Sites. Tourism is a great industry in Spain.

xxix. Sweden

Sweden is the third largest country in Western Europe, and is governed by a constitutional parliamentary monarchy. It occupies the eastern side of the Scandinavian peninsula and bordered to the west and north with Norway, northeast with Finland. The coasts are characterized by deep creeks, a mountain range, the Scandinavian Alps. The northern regions are mountainous and covered with vast forests, while the southern regions are dominated by large plains. Most of the territory is made up of plateaus, partly covered by glaciers and lakes and by large coastal plains. The lakes cover 8.5% of the area and are located mainly in the center and south. The climate in Sweden is a cold climate, characterized by dark and long winters. Summer is short, but with long days of light. In summer in most areas in the north of the country the sun never sets ever with temperatures ranging between 15°C and 20°C. **Tourist Attractions:** There are many attractions for tourists in Sweden. The capital Stockholm is one of the most beautiful cities of Europe; there are many picturesque towns throughout the country; then there are the age of Bronze rock engravings, rune stones from the days of the Vikings, the frescoed medieval churches, the castles and royal palaces, the beautiful islands of Gotland and Öland. Sweden is considered "the last wild frontier of Europe." With regard to nature conservation Sweden is leading the way in Europe. In the country today there are 28 national parks, the four parks in the Lapland are considered world heritage by UNESCO. UNESCO has inscribed 14 Swedish sites in the World Heritage List including the Agricultural Landscape of Southern Öland, Church Village of Gammelstad, Rock Carvings in Tanum, etc.

xxx. Switzerland

Switzerland is a Federal Republic divided in 26 states. The most important cities besides the capital Bern, are Zurich, Basel, Geneva, Lausanne, Lucerne, etc. The mountains of Switzerland reach considerable heights, over 4500m.. Among the rivers include the Rhine, the Rhone, the Inn and Ticino. There are numerous lakes: the largest are those of Geneva, Constance, Neuchatel, Zurich, etc. Continental temperate climate with abundant rainfall prevails. **Tourist attractions:** Switzerland is par excellence the country of green pastures, lakes and mountains. But Switzerland has much more to offer to the

tourists. The variety of landscapes, cultures, languages of Switzerland, focused on a small surface are the strength of this country. UNESCO has inscribed 7 Swiss sites in the World Heritage List. It is the 'garden' of Europe, you know.

xxxi. Turkey

Turkey is a parliamentarian republic of western Asia that comprises also an European part. State capital is Ankara. But it is Istanbul (the old Costantinople), the greatest city of the country, and the most important historical town of Turkey. The country is formed in great part from an immense plateau. The Ararat is the highest mountain of Turkey with 5,165 meters of height. Because of the scarce precipitations, the hydrographical development of the Turkish territory is rather poor; rivers lack of importance for length and amplitude of river basin. While the coastal areas enjoy milder climates, the inland Anatolian plateau experiences extremes of hot summers and cold winters with limited rainfall. **Tourist attractions**: Turkey straddles the point where Europe and Asia meet. Twenty fascinating civilizations render Turkey the heir of 10.000 years old history; these civilization have left temples, theaters, churches, mosques, palaces and caravanserais. A travel in Turkey gives full coverage of the most important archaeological centers of the ancient civilizations. Wonderful are also the natural landscapes of mountains of the Tauro and the Anatolic plateau. UNESCO has inscribed 9 Turkish sites in the World Heritage List

xxxii. The United Kingdom

The United Kingdom of Great Britain and Northern Ireland is made up of England, Scotland, Wales and Northern Ireland. UK is a constitutional monarchy and is one of the 25 member states of the European Union. The United Kingdom is characterized by a very rugged coastal profile, with peninsulas separated by deep creeks. The northern and western areas of the country are mostly mountainous, while the southeast is formed from plains. There are numerous rivers with abundant and regular flow, but short course, this is due to the shape of the island, the most important of these rivers are the Thames, the Clyde (main river of Scotland), the Mersey, the Severn. Typical of Scotland are the narrow and elongated lakes. Britain has a temperate-oceanic climate wet and windy. Winter is especially harsh in the north of England and Scotland. Summer is not very hot with temperatures that rarely exceed the 30°C. The rainfall is distributed throughout the year. Typically the period from March to June is the

most dry while the period from November to January is the most rainy. **Tourist attractions:** UNESCO has inscribed 27 United Kingdom sites in the World Heritage List. There are ten national parks, Palaces, Cathedrals, Abbey, Churches, Castles and Town Walls, Botanic Gardens, Ruins of Fountains Abbey, Tower of London, etc.

Alton Towers, Beamish Open Air Museum, Black Country Living Museum, Blackpool Tower & Pleasure Beach, Blenheim Palace, British Museum, Buckingham Palace, Canterbury Cathedral, Castle Howard, Edinburgh Castle, Houses of Parliament & Big Ben, Imperial War Museum, Kensington Palace, London Zoo, Merseyside Maritime Museum, National Gallery, National Museum of Photography Film and Television, National Railway Museum, Natural History Museum, Osborne House, London Planetarium, Royal Academy of Arts, Salisbury Cathedral, Science Museum, Tower of London, Victoria and Albert Museum are important attractions.

xxxiii. Kazakhstan

Kazakhstan lies at the crossroads of ancient civilizations, the intersection of major transportation routes, cultural, economic, social and ideological links between Europe and Asia, between the East and the West. The South of Kazakhstan, as a part of the Great Silk Road, features a unique complex of historical, archaeological, architectural and cultural monuments. The Northern part of the route run through the South of Kazakhstan and Semirechye and was the main connection for international trade and cultural exchange. On the territory of contemporary Kazakhstan there are more than 20 sites of ancient settlements, including local rulers' (khans) palaces. The most famous tourist attractions are Turkestan, Taraz, Almaty and the new and shining capital city of Astana. Khodja Akhmed Yassaui mausoleum in Turkestan became a sacred place for Moslems from all over the world.

xxxiv. Azerbaijan

Azerbaijan is a miraculous country with its reach natural resources, ancient culture, history and people, whose lifestyle presents a unique and harmonious combination of the traditions and ceremonies of different cultures and civilizations. "Azer" means fire". Local population considered that fire was their God and so they worshipped the fire. Azerbaijan is one of the most ancient sites of humankind. The humankind was present here at every stage of their

historical development. There were living settlements in Azerbaijan even at the earliest stages of humankind. The ancient headstones, manuscripts and models of carpets, preserved to the present times from the ancient ages, can provide much information to those who can and want to read them. Azerbaijan has a great potential for developing the tourism industry - ancient cities, palaces, fortresses, mausoleums, mosques. Azerbaijan has always been famous for its sources of eternal fires - the atashgehs. There is a place called Yanardag (blazing mountain) in Absheron and thermal springs in some parts of Nakhichivan, Kelbejar, Masali, Lenkoran, Babadag. In Surakhani, there is an eternal fire place. From the ancient times the fire worshippers from remote places and even the Indian priests were coming to Absheron in search of fire and finding it here. They built their main temples here in Surakhani and Ateshgah. There are more than 6 thousand historical monuments of architecture in the territory of Azerbaijan. The natural climatic conditions of Azerbaijan are also unique.

xxxv. Georgia

Georgia hosted only 10,000 foreign tourists in 2004. Its neighbour Turkey attracted 17 million! If only 1% of these had crossed the border into Georgia, the country would have had 170,000 visitors, gained significant foreign exchange, attracted a host of new friends and gained understanding for its problems. It has varied topography in a comparatively small space. It has a unique combination of archaeological and historical sites. It is one of the world's most ancient Christian countries with a rich ecclesiastical culture which is still flourishing. It has a tradition of civilized life: art, literature, drama, music, beautiful handicrafts.

2. AMERICAN TOURISM MARKET: TOURISM ATTRACTIONS

The American tourism has three market regions, viz., North America, Central America , the Caribbean and the South America. North America is a major landmass comprised of the countries of the United States, Canada and Mexico. While most Europeans don't consider Mexico to be a part of North America, the term North America refers to the Northern portion of what can also be known simply as "the Americas", or the term it was called in earlier times: the new World. This continent is the predominant landmass in the western hemisphere, and the third largest continent after Eurasia and the African

continent. Geographically, North America is incredibly diverse. In the west, the Great Plains area covers a great deal of the middle of the United States, from the Texan Gulf coast to the Canadian Arctic. The Rocky Mountains spans 3,000 miles from New Mexico all the way to Alaska. With only an average density of 4 people per square mile in the region of the Rockies, its main industry is tourism, being home to some of the United State's most famous parks; such as the Yellowstone. The eastern region of the country is an area with a great deal of physical variety, with the mountains of Appalachia and the lush Florida Peninsula and the Atlantic sea plains. Finally, a large, flat area in the northeast of the continent is known as the Canadian Shield. The Central American and the Caribbean countries are mostly island nations with lot of marine life. The terrain is also mostly uneven with mountainous texture. The South American countries are big and small. Lot of tourism assets, nature and man-made, historic and pre historic, natural beauties and artificial delights exist.

United States - The taste of every Tourist

In the United States, there are areas that are centres of tourism, and are worth mentioning for visitors wanting to know more about North America. California is a state that everyone in the country would like to visit once. It is home to the world famous San Francisco. Visitors to this state like the take the coastal drive south, an incredibly scenic drive on route 1 that takes you to some of the most beautiful scenes in California. Monterey, Hollywood, and Los Angeles, and San Diego are cities that dance to the beat of the constant flow of tourists, making them places you will inevitably be drawn to on a visit to California. To the east of this state is Nevada. Only a half-day's drive or an hour and a short flight from most cities in California, Las Vegas is a glowing treasure of the desert. A play land for both young and old, the Las Vegas Strip is lined with the most elaborate themed hotels, with awesome casinos to match. In the past century, the city of Las Vegas has gone from a non-reality to the center of action in the desert sands boasting an ever-growing population of over one million. The state of Washington has its own rugged beauty, making it worth the time travelling north. It has the well-known city of Seattle, which is the only major metropolitan area for hundreds, if not thousands, of miles around. The fallen giant logs and intense evergreen covered coasts of sea stack dotted Pacific coasts are an exhilarating view for even the most seasoned of travellers.

Mexico – Mosaic of tourism riches

Mexico has close economic and cultural ties to its American neighbours in the North. Large numbers of people cross the border to travel Mexico for personal, business and tourism-based activity. Millions of Americans are immigrants or offspring of people of Mexican descent. South of the border, this country is a plethora of environments. Though heavily polluted and overpopulated in the capital, this country, which experiences widespread poverty, has famously beautiful facets, such as the ruins of Chichen Itza.

Mexico relies greatly on visitors from the US and Canada, who often take the short trip south to travel Mexico and experience its coral reefs, white sand beaches, prime surfing, volcanoes and mountains, all dotted with Mayan ruins, the remnants of powerful ancient cultures that left its mark all over Mexico. Even the names of its modern cities, such as Oaxaca, and Mazatlan, are a challenge to pronounce but still mark these population centres as they have for thousands of years. Many visitors like to take a cruise and visit the cities of La Paz, on the Pacific, as well as Cozumel and Can San Lucas as part of their Mexico vacation. Some of the best cities are ports of call for major cruise lines, which make it easy to visit the Caribbean Islands and travel Mexico at the same time. There are the spectacular beauty and variety.

Canada -The tourism connoisseurs' delight

Canada has its great natural highlights as well as man-made bonanza. In the west, the city of Vancouver is a clean, modern city with a distinct European flair. A two-hour drive north of Vancouver is the Whistler Ski resort, one of the top ski resorts in British Columbia, which is the name of this most westerly province of Canada. To the north of this city, a coastal rainforest is home to some of the most pristine wilderness, home to bears, otters, and migrating Orca whales. Mountain ranges and a vast plateau are two areas the tourists encounter here. Quebec also has an international feel. This province has a foreign flair; the French that is spoken here is done so in such a different dialect that even the most patient Parisian will have a hard time understanding. Montreal and Niagara Falls are places visitors who travel Canada should not miss, either.

Central and Caribbean countries – the nature in pristine abundance

Central and Caribbean countries are dotted with many tourism treasures. Diamond Waterfalls and Gardens, St. Lucia: Diamond Waterfalls are a cascade

that leaves a spray of "diamond" twinkles in the air. The Baths, Virgin Gorda. British Virgin Islands are a beach littered with massive granite boulders as smooth as riverbed stones. They form shadowy caves perfect for a clandestine kiss!! Y.S. Falls, Jamaica cascading in steps through tropical forest. can be climbed with the help of a guide then swimmers can enjoy clear waters under a canopy of ferns. Old San Juan, Puerto Rico is dotted with historic sites and rich with the atmosphere of Spanish conquistadors. Boca Tabla, Curaçao is a cave made by the pounding Atlantic waves. Kneeling in the darkness of the sea cave. one can watch the surge of crystal blue waves as they come within one's feet. roaring into the cave and back out to sea. West End, Negril. Jamaica is famous with the Seven Mile Beach giving way to rugged cliffs on its west side and here visitors find one of the best sunset lookouts in the Caribbean. South Peninsula. St. Kitts is a stretch of land which was accessible only by boat. Today a modern highway makes the island's most beautiful, pristine beaches accessible. Vervet monkeys live in this remote region. Natural Bridge, Aruba marks the line where tumultuous sea waves crash against the windward coast. Walk out on the bridge for a cool sea spray and a breathtaking view. Paradise Point. St. Thomas is the top of Flag Hill from where a view of the Charlotte Amalie harbor dotted with cruise ships is a great sight for all. Maracas Bay, Trinidad is a treat with views of forests where species such as howler and capuchin monkeys. ocelot, Amazon parrots, and wild pigs can be found. The beach at Maracas Bay offers a full day of fun and is the place to see and be seen in Trinidad. Sea cruise and river cruise tourism are very popular.

South American Delicacies

There are 371 South America Attractions including 216 cities. Knowledge of Spanish and Portugese will provide added advantage to enjoy the delicacies of South America.

There are adventure treks/rafting/snorkelling/skiing/skating/riding and so on. There are architecture and culture, recipes and restaurants. beaches and nightlife, flora and fauna awesome water-falls and lush green gardens and on. Cruise tourism is very popular.

2.1: Tourists Sites in Different US States

i. Alaska

Visitors to the Alaska State will find that is filled with exciting activities that will draw the interest of even the well-travelled vacationer. The Alaska State has attractions to suit every taste. Whether you enjoy athletic pursuits, or cultural exploration, you will not be disappointed. Those interested in history planning Alaska trips will want to visit the Kodiak Baranov Museum which provides an excellent milieu for exploring Alaska's Native American and Russian heritage.

Those who are interested in taking Alaska trips to explore the **wildlife** will enjoy the Alaska Raptor Center in Sitka. If you have a fascination with reptiles or marine biology, you will definitely want to visit the **Imaginarium** in downtown Anchorage, where you can explore ocean life in a marine touch tank and play with exotic reptiles. The Imaginarium also features a fascinating planetarium. Fans of marine life should also consider spending part of their Alaskan vacations at the Alaska Sealife Center in Seward, Alaska, where you can view stellar sea lions, puffins, octopus and Alaskan king crab. If you want to see marine life up close and personal, you will be thrilled by Alaskan vacations that offer rafting or kayaking trips. Or, if you would prefer a bit more luxury, consider the Alaskan vacations that are offered on wildlife and glacier cruises. Many cruise companies have a specific focus, such as marine wildlife or whale watching.

For those whose affinities lie more with **canines** than marine life, a winter Alaska vacation package should include a dog sled experience! Some dog-sled companies also offer Alaska vacation packages that include Alaskan helicopter tours.

For a **thrill seeker** Alaska vacation package would be complete with a heli-skiing experience. Both the World Extreme Skiing Competition in Valdez in the 1990s and the King of the Hill World Snowboard Championship have made Alaska a 'Mecca' for heli-skiing enthusiasts.

Perhaps the most unique aspect about a winter trip to Alaska is the **Aurora borealis**; also known as the Northern Lights. Although the aurora is active year-round, it is best scene when the night sky is at its darkest. Whether it's the lights, the wildlife, adventure or culture, Alaska has what you need for a great vacation!

ii. Arizona

There are many reasons to visit the state of Arizona. Arizona State is home to many high tech companies. While some people come there for jobs or schools, others come to Arizona for its unique attractions.

The map of Arizona shows land formations that took millions of years to develop. Many of these formations, such as the Grand Canyon, Monument Valley and Meteor Crater are considered to be some of the world's most spectacular natural wonders. Arizona's natural resources, combined with its Native American and Hispanic influence have made it one of America's most popular vacation destinations.

Arizona resorts have received highest accolades from prestigious travel guides for its traditional, adobe-style resorts, rustic wood cabins, working dude ranches, luxury resorts or spas.

The State of Arizona is filled with lush desert landscapes, sparkling clear water and majestic mountain peaks. The athletically inclined can enjoy a variety of adventures on mountains, water or desert. Hiking, camping, horseback riding, hunting, fishing, cycling and water sports are all popular reasons for travel to Arizona. During the Christmas season, Grand Canyon Railroad takes children and adults on the Polar Express, which travels to the "North Pole." The State of Arizona is also home to over 300 golf courses. Arizonas year-round temperate climate inspires golf enthusiasts to travel to Arizona at any time of the year.

Travel to Arizona is relatively easy. There are connecting flights to the other cities. For those who prefer to travel to Arizona by land, buses and trains are available. Its accessibility by different means of transportation definitely benefits Arizona tourism. Perhaps this is one of the many reasons that over 30 million people visit annually.

iii. Atlantic City

Atlantic City conjures images of casino gaming and superb dining experiences while overlooking Atlantic City New Jersey's beautiful white sandy beaches. Atlantic City boasts of hosting over 40 million each year. Atlantic City offers fun fabulous vacation spot.

Atlantic City New Jersey boasts no less than 13 premier casino hotels and many more for families and the budget minded alike. If you're like many people.

you're headed to Atlantic City New Jersey to try your luck at the unlimited casino gaming, including slots, poker, blackjack, roulette, craps, baccarat, keno, race books and specialty table games. Whether you're a low or high stakes player Atlantic City trips seem to fulfil the desires of even the most skeptical visitors. After a day of gambling and winning big, Atlantic City New Jersey also offers a multitude of entertainment and nightlife options from bikini bars to plush cigar lounges to fit every taste and attire.

Atlantic City vacations wouldn't be complete without a visit to the famous marina and a stroll down the world's first wooden boardwalk. Feel free to take a day or a whole week to explore the myriad of shops and activities awaiting you just off the Atlantic City boardwalk.

Atlantic City New Jersey is also just a day's drive from all major Northeast cities and has recently undergone a multi-billion dollar makeover.

iv. California

From the amusement parks and sunny beaches of Southern California to the rugged cliffs and deserted beaches on the Washington Coast and everything in between, there is no end to all the things you can experience on a California tour. People have been coming to the Golden State from all parts of the country/world.

The State of California is the most populated in the entire country, due to its immense size and its major metropolitan areas of Los Angeles and San Francisco. This is also the third largest state in terms of size, so you could spend weeks exploring the attractions on a California tour.

Los Angeles is the second largest city in the country besides the Big Apple, so there is no lack of things to do and see in this area, and there are plenty of California resorts centered around theme parks so one can enjoy a hassle free experience, since everything is easy to find. Disneyland and Seaworld are family friendly places to enjoy a California vacation. Neighborhoods in Los Angeles are so outstanding that many have their own reputation that overshadows that fact that they are within a larger city. Hollywood, for example, has the Walk of Fame, and is home to the big movie studios. Beverly Hills is an exclusive community outside of Los Angeles. One of the main areas here for seeing and being seen is Rodeo Drive. One of the most high priced areas in the entire world to shop, Rodeo Drive is a three block stretch of high-end shops and boutiques

This part of the State of California has the most attractions and diverse populations, so there is no lack of excitement. The large theme parks in the area are home to some of the top California resorts, which are hotels and amusements wrapped into one. To the east of Los Angeles, Palm Springs is home to spas that are built on natural hot springs.

The city of San Francisco alone deserves at least a weekend of California vacation to fully enjoy its beauty. Attractions like the Golden Gate Bridge, the Cable Car, Alcatraz Island, and Pier 39, set in some of the most vibrant, cultural neighborhoods, make the city of San Francisco an essential stop.

From the state parks, to the beaches, to the ski resorts, a California vacation can include any sort of fun you could possibly want.

v. Colorado

The words "Colorado vacations" mean different things to different people. Some long to experience the thriving urban environment of Denver. Others want to visit the famous Colorado attractions such as Pikes Peak. The athletically minded wish for Colorado mountain vacations that give them a chance to ski, bike ride or hike through the state's famous Fourteeners.

Choice of Colorado vacations depends upon one's budget, interests and whom one choose to travel with. Colorado family vacation will put an end once and for all to the "I wanna' go to Disney" whine. Colorado family vacation allows them to experience a real adventure.

Whether one is a skier, snowboarder, hiker or biker, one is destined to have a fantastic time on any of the variety of Colorado mountain vacations. In June, athletic mountain bikers can participate in Ride the Rockies, a six-day mountain biking event sponsored by the Denver Post.

Denver Water World is considered to be one of the best water parks in North America. The park, which features 42 attractions, is a perfect way to spend a warm summer day. Water World is also a perfect destination for Colorado family vacations.

The state's larger cities are considered Colorado attractions of their won merit. For example, the culturally minded enjoy visiting Boulder Colorado. Shopping enthusiasts should be sure to visit the historic Pearl Street Mall. When travelling from Denver Airport towards Summit County, one can visit the

historic towns of Idaho Springs and Georgetown, which are located along Interstate 70.

vi. Florida

Florida is a bouquet of contrasts. Florida beaches are where the supermodels and megastars are. But perhaps Florida's greatest contrast is with the rest of America in winter: despite the impact of hurricanes like Wilma, the "Sunshine State" averages 300 full days of sunshine a year. All that sunshine makes Florida beaches the place to be. From the Atlantic, to the Gulf, to Caribbean Key West, no other state offers more walks along the sand at sunset or sunrise. The shell-strewn beaches of Captiva and Sanibel islands are beachcombers' heaven. Or perhaps you'd rather spy for diamonds and pearls among the bikinied glitterati on Naples Beach along Millionaire's Row.

Florida architecture ranges from Key West Conch to Miami Art Deco and Orlando Postmodern.

An active Florida vacation might include swimming with Crystal River manatees, jet-boating in the Everglades, or casting for wahoo off Key Largo. Each year millions make their dream of a Florida vacation come true.

Orlando is home to America's greatest theme park resorts, and can turn a family Florida vacation into a trip around the world: take a savanna safari in Disney's Animal Kingdom; linger at a Parisian café in Epcot, or get splashed by a whale at Sea World. Add the movie magic of Universal and MGM, mix in the g-force thrills of Busch Gardens, and you get family memories to last a lifetime.

Miami is a world unto itself. Miami's South Beach is home to the übermodel fashion scene and ultra-exclusive nightclubs-within-nightclubs where the in-crowd parties all night and all day.

vii. Georgia

Georgia vacations can include trips to excellent Civil War historical sites, literary tours, or simply trips to relax in the South. Georgia attractions cover everything from trips to the zoo to hikes through the Appalachian foothills. The travel industry in Georgia is booming, and new attractions are increasingly added to the old favorites.

As one of the major tourist attractions in Georgia, the Appalachian Mountains actually offer a number of things to do and see. Though only about an

hour's drive from the mammoth city of Atlanta, northern Georgia is a rugged area with plenty of opportunities for hiking, biking, and sightseeing. Along with being the site of many Native American sites, the northern section of Georgia is home to the Chattanooga National Military Park. The national park was the site of various Civil War battles, and travellers can watch battle re-enactments at this park to this day. The Blue Ridge Mountains are also located in northern Georgia and offer their own unique beauty.

In addition to the natural beauty of Georgia, there are also some great cities which are worth making a part of any Georgia vacations. Savannah is yet another popular place to find tourist attractions in Georgia. Georgia attractions in Savannah can include tours of some excellent antebellum homes, as well as a unique blend of historical and modern sites. Savannah is also a major draw for tourists, with plenty of excellent shopping and upscale restaurants. In the deep south of Georgia, travellers will find most of the state's cherry and peach orchards, as well as other crops which remain in demand. The warm climate of this southern state makes Georgia an ideal place for growing fruit.

Georgia family vacations often begin in Atlanta. From Atlanta, families can see a wide variety of southern attractions without having to drive too far. The Georgia Aquarium and Stone Mountain Park in particular continue to be favorites for Georgia family vacations. Six Flags Theme Park, Zoo Atlanta and Okeefenokee Swamp are only the beginning. Georgia tourist attractions are particularly geared toward family travel, more than most states, and children and adults alike will enjoy the many family oriented travel attractions found throughout the state.

viii. Hawaii

Hawaii has long been a top choice of visitors seeking an idyllic island escape. The soothing beaches, fragrant forests, and fiery sunsets begin a Hawaii cruise. Hawaii is a general name for a chain of islands in the Pacific Ocean, each of which has its own name, including one island thousands of feet underwater, which is still in the process of being formed but that already has a name. Hawaii is considered part of the Pacific Rim and is generally known as being part of Polynesia, despite its distance from the South Pacific.

Hawaii vacation has been the choice of millions of travellers. An average year will see up to 6 million visitors. Despite this, there are tons of out of the

way spots to wander through quiet forests or bike down ocean side cliffs. Hawaii travel for many begins on Oahu, home to Waikiki beach and the city of Honolulu.

All year round the weather is warm and sunny, but most Hawaii travel takes place during the months of December to February, when visitors want to escape the cold weather where they live. If you want the islands to be the setting for your romantic Hawaii honeymoon, coming in the off-season will ensure off-season rates on Hawaii hotels and un-crowded beaches.

Volcanic activity is responsible for the creation of the islands of Hawaii. 137 islands and islets make up the official count, although if one looks at a Hawaii map, they will only see 7 major islands. Most of the population of roughly 1,200,000 lives on these main islands. Hawaii travel is a big part of the economy, so everywhere one goes, one will likely encounter the warm spirit of Aloha and the pride that fills the people whose ancestry is interwoven with these idyllic islands.

Watch the forces in motion that were responsible for the creation and expansion of Hawaii. Kilauea, on the Big Island, is home to the world's most active volcano, and it just happens to be on the same islands as the world's largest volcano, Mauna Loa, which rises to almost 14,000 feet. Naturally areas like the wilderness these volcanoes are set in are protected and set aside as National Parks. You can find incredible natural wonders on every island, and the various activities such as scuba diving that allow you to experience the beauty of the islands from a different perspective on your Hawaii vacation. Most Hawaii hotels have concierges that can help you figure out what there is to do and see.

If one looks at a Hawaii map, one will see the most of the major cities and roads are situated around the perimeter of the islands. This makes for great road trips and relative isolation when you choose to explore the interiors. Honolulu is the capital of the state of Hawaii as well as the largest city. This is a great place to come if you are looking to book activities such as a sunset dinner Hawaii cruise or the innumerable companies that can arrange a package Hawaii honeymoon, with a romantic barefoot ceremony on one of the scenic beaches.

Aside from a romantic Hawaii honeymoon and an exciting Hawaii cruise that so many visitors come here for, one can get a taste of the culture by coming

during September for Aloha week, where one can enjoy colorful parades and hear Hawaiian music, or one can visit during May for the popular lei day.

ix. Illinois

When most people think about Illinois vacations, they think about Chicago. Needless to say, Illinois getaways to Chicago should definitely be part of one's Illinois travel plans.

Families who are planning Illinois vacations will have a number of great zoos to choose from. In Bloomington, the Miller Park Zoo is home to a rain forest exhibit with free flying birds, the new Zoo Lab exploration center, which includes an indoor butterfly and birds exhibit (butterflies from April-October), sun bears, snow leopards, red wolves, Sumatran tiger, and a new Children's Zoo. The Brookfield Zoo has over 400 species of animals. At the Glen oak Zoo in Peoria, you and your family can participate in the Zoo Snooze, a unique experience that allows you to spend the night at the zoo. .

In Dundee, Illinois, The Three Worlds of Santa's Village has been a popular family vacation destination for over 40 years. The park features a variety of rides and live shows. You can hang out with the animals down on Old McDonald's Farm or enjoy the thrilling rides at Coney Island. Thrill seekers who enjoy getting wet will love Racing Rapids Action Park, which is also located in Dundee, Illinois.

At the Lincoln Home National Historic Site in Springfield, one can take a tour of the two-story home of Abraham Lincoln. This was the only home that Lincoln ever owned. The house was constructed in 1839 as a 1 1/2-story cottage. Abraham and Mary Lincoln resided in the cottage from 1844 until Mr. Lincoln's election to the Presidency in 1861. One can also take a trip back in history by exploring the Lewis and Clark National Trail.

In Aurora, the SciTech Hands on Museum features exciting exhibits on weather, biology, sound, physics and astronomy. In Big Rock, Illinois, the travelling Roberts Armory Museum specializes in the acquisition and display of light armored vehicles and artillery used by the U.S. Army in World War II. In Champaign, Illinois, the Staerkel Planetarium is open year-round, provides science education programs and fascinating light show entertainment. Perhaps the oddest of these museums is the Chicago International Museum of Surgical Science, whose collections span over 4,000 years of surgical history.

x. Idaho

Idaho travel is the perfect way for locals and visitors alike to enjoy an outdoor paradise. Whether swooshing down a mountainside at Schweitzer, Silver Mountain, Soldier Mountain, Tamarack Resort or the world-famous Sun Valley, winter time Idaho tourism is full of downhill fun. Idaho vacation adventures for families, groups or couples are also a great way to explore both winter sports and summer fun in Idaho.

The history of the state of Idaho can also make Idaho travel a richer experience. According to explorations in the 1950s and 1960s, humans may have been leaving their mark in the area now known as Idaho for as many as 15,000 years. Before European settlers began arriving to stay in the 19th century, Native American tribes dominated and inhabited the area. In particular, the Shoshone trip in the south and the Nez Perce tribe in the north enjoyed most of the control over the territory.

The state of Idaho also has the distinction of being one of the states along the Lewis and Clark trail, and is historically recognized as the home of Native American guide Sacajawea. The Idaho territory joined the United States as a state in 1890, and for a time its economy depended mostly on agriculture. Today, the economy of Idaho is more focused on Idaho tourism and technology.

For many visitors, one of the best reasons to visit Idaho is for an Idaho vacation adventure. An Idaho vacation adventure can take many forms, including white-water rafting, backcountry skiing, hiking or snowshoeing. There are also some unusual Idaho travel options that are unique states with plenty of wide-open space, such as horseback riding trips, gold prospecting vacations and more. Idaho vacation adventures can also combine a trip such as whitewater rafting with camping along the river for a longer trip.

Golfing is yet another of the most popular Idaho tourist attractions. Idaho tourist attractions including golfing due to the high number of great golf courses found throughout the state. In Idaho, open space is still abundant, so there are good golf courses near all of the major cities in the state. Many of these golf courses can easily be combined with other Idaho tourist attractions for your trip.

Some of the most popular cities to visit in Idaho include Boise, Idaho Falls, Twin Falls, Coeur d'Alene, Sandpoint and Sun Valley. Each of these cities have their own attractions, from fly fishing and boating in the summer to

downhill skiing, snowboarding or cross-country skiing in the winter. Each of these cities also has their own range of Idaho hotel options, from ski lodges to smaller inns and chain hotels.

xi. Las Vegas

The Las Vegas Strip is one of the best places to go for entertainment on the west coast of the United States. Sporting a wide variety of Las Vegas hotels and casinos, nightclubs, restaurants and other attractions, this is filled with attractions. Social based entertainment in Las Vegas includes the nightclubs.

Perhaps one of the most enjoyable aspects of Vegas is experiencing the various restaurants located on and off of the Strip. Every hotel tends to have a variety of different restaurants. The Venetian, as an example, has world class restaurants like the Delmonico Steakhouse and the Royal Star. The Bellagio sports the Le Cirque and Michael Mina. The Mandalay Bay has the House of Blues and the Chocolate Swan. There are also many buffets and good deals to be found, which makes the strip a surprisingly affordable place to eat if you take the time to have a look.

There are many attractions on Las Vegas Strip to attract visitors. Among them include seeing the world's largest gold nugget at the Golden Nugget, the Cirque du Soleil at the Bellagio, the MGM Grand and at Treasure Island, and Celine Dion at the Caesars Palace. There are many other shows and events, such as the Fremont show every night, the Volcano eruptions at the Mirage, and the Bellagio fountains that are free of charge for any who want to see it. With this much to see and do, there is never a dull moment when staying at Hotels in Las Vegas.

xii. Louisiana

Starting with their slogan, "Come and fall in love with Louisiana all over again", the Louisiana Tourism Board focuses on the beauty, culture depth and history Louisiana is famous for.

Each region has large cities to visit like Baton Rouge (the capital), New Orleans, Shreveport, Lafayette and Lake Charles, each with its own flavor and excitement. Louisiana tourism is the lifeblood of many Louisiana travel destinations, so there is a plethora of attractions designed to entertain all visitors

from near and far. Louisiana is also home to many festivals and events, like the famous Mardi Gras, and the New Orleans Jazz Festival.

Louisiana travel destinations are divided into five regions. The Louisiana Tourism Board describes the state as a "Pirate's Boot" because of its shape, it's a fun way to look at this historic gem of the south, which borders the Gulf of Mexico, where pirates used to land to hide their treasure! The first region is the Greater New Orleans region, in the toe of the pirate's boot. It is home to the city that is legendary for its famed French quarter, old steamboats ploughing down the Mississippi River, young jazz musicians playing on the street corners and the French inspired cuisine like creole, gumbo, pralines, bread pudding and the best beignets this side of Paris. Between the museums, boat tours, plantation tours, casinos, and don't forget the scrumptious Cajun cuisine, there are so many things to do in New Orleans, you won't know where to start. The charming architecture is steeped in French and Spanish roots so that you feel almost like you have arrived in a European city. It's one of the few U.S. cities you will find that has retained this quaint feel.

Cajun Country is the second region of Louisiana, home of the cities Lafayette and Lake Charles, this area stretches along the Gulf of Mexico and the bottom of the "pirate's boot". There are so many examples of living history in this region, like the Acadian Village where they have a recreated city with a doctor's museum, a blacksmith, and a quaint chapel to see how the first settlers lived in this region. There are also the famous swamp tours, a one of a kind adventure and unlike anything .

Plantation country is north of the New Orleans region and the geographic center of Louisiana. Home of the capital city of Baton Rouge, it's a historical gem of the south. The location of so many plantation homes it is a great way to experience how life was lived in the 1800's. One of the great Louisiana vacations is a plantation home tour along the Mississippi River and many of the plantation homes offer overnight stays. With so many great restaurants, boat tours, and history that shows what pre-civil war life was like in the south, this is one region on the Louisiana travel "must-see" list.

The Crossroads region is the geographical center of Louisiana. It is full of wildlife and nature. There is an 800,000 acre national forest, a huge reservoir, a beautiful old Bayou to take canoe rides in and an amazing collection of historic plantation homes. This is an area of unspoiled nature full of cabin resorts hotels

to take the family fishing, camping or boating. It's also home to some of the south's most charming bed and breakfasts and antique shops.

The fifth region is in the northernmost area of the State of Louisiana, known as the Sportsman's paradise and it borders Texas. Home to the city of Shreveport, there are many gaming and casinos along the river. There's also a toy museum in Bernice on a 1938 railway caboose and a historic tavern in the steamboat town of Columbia.

xiii. Maine

Every season, hordes of visitors travel to Maine for all types vacations. The state of Maine is divided into eight distinct regions of tourism. Each of these regions offers a variety of unique activities, events and accommodations. The state of Maine has 6,000 lakes, 32,000 miles of rivers, 5,000 miles of coast and 17 million acres of forestland.

Many people travel to Maine to see breathtaking scenery of the southern coast. This region is characterized by white sand beaches and picturesque New England villages. The southern coast includes the historic coastal towns of Kittery, The Yorks, Wells, Ogunquit, The Kennebunks, and Old Orchard Beach.

The mid-coast is a popular destination for Maine family vacations. A number of charming seaside resorts, quaint villages and glacier-carved peninsulas abounds. Maine family vacations on the mid-coast of Maine may include biking, kayaking, windjammer cruises, scenic train excursions or ferry rides to spectacular islands. Sightseeing for seals, whales, puffins and dolphins also exists. Additionally, the mid-coast of Maine is also a great place to go antiquing or attend a country auction.

Athletic families will enjoy their Maine family vacations in the lakes and mountains. This is where you can ski, snowboard, hike and enjoy a variety of water sports. Outdoor enthusiasts will also love the Kennebec and Moose River Valley for their vacation in Maine. This area is known for its cross-country skiing, snowmobiling and fall foliage.

A visit to the Maine Highlands should be a "must do". This is the home of the 200,000 acre Baxter State Park, where moose and deer roam freely. The Penobscot and Kennebec Rivers, located in the Maine Highlands are the state's primary white-water rafting areas.

The Greater Portland and Casco Bay area offers a variety of cultural attractions, along with a wealth of historical venues. Portland is also the home of the famous LL. Bean, which attracts a good deal of Maine tourism. Many people consider the down-east and Acadia region to be the "heart and soul of Maine." Indeed these areas draw a considerable amount of Maine tourism. The coastal region offers whale watching, puffin watching and sea kayaking, while the lakes are a popular venue for canoeing and fishing.

Finally, Aroostook County is a popular location for Maine hiking.

xiv. Massachusetts

Massachusetts is often referred to as the “Gateway to England”. It was the destination of the Mayflower in 1620 and is one of the original 13 states first settled. Cobblestone streets, village greens and space age technology exemplify how diverse the state is. Massachusetts travel is popular among people from all over the world drawn to the interesting and vast history, beautiful and varied geography and exciting destinations. Massachusetts travel is most popular during the summer yet visitors are welcomed in the state all year round.

Massachusetts travel to the Berkshire Mountains where Pittsfield is located, has been a revered area of the state and is where the state’s mountain resorts are found. Though the east coast of Massachusetts often outshines the rest of the state in popularity, the west has a lot to offer for Massachusetts travel as well. Massachusetts tourism in the west flourishes in the winter months when people flock to the Berkshire Mountains for skiing and other fun winter activities. Massachusetts tourism is heavy in the west from December through to February and even until March.

In central Massachusetts attractions include: The Basketball Hall of Fame and the Dr. Seuss National Memorial at the Quadrangle in Springfield, taking llama treks amidst the thickly wooded areas, Six Flags New England, the Ecotarium environmental museum in Worcester and Old Greenfield Village which recreates life as it was in a New England town circa 1895. While on Massachusetts vacation in the heart of the state don’t miss the Fitchburg Art Museum, Higgins Armory Museum, Southwick’s Zoo in Mendon and the Tower Hill Botanic Garden in Boylston. That should provide plenty of things to do during your central Massachusetts vacation.

The jewel of the state will always remain on the eastern side and this is where the majority of fun and exciting sights in Massachusetts are located. Many sights in Massachusetts are concentrated in the Boston/Cambridge area and include Fenway Park, Boston Common and Paul Revere House (which are both located along the Freedom Trail), the famous Harvard Square, the Museum of Fine Arts and more.

Coastal sights in Massachusetts are a big hit among tourists and offer many attractions to visit. A rental car can come in handy for a tour of the coast and for visiting the many attractions. Salem and Gloucester are definitely points of interest along the northern coastal areas. Drive through Plymouth and Barnstable to Provincetown and spend some time along Cape Cod. Ferries run all day to Marthas Vineyard and Nantucket and cars can be taken across as well. These areas are home to New England's best beaches and some of the most beautiful scenery in Massachusetts. Whale watching is an extremely popular activity in this area but be sure to make reservations ahead of time if visiting in the summer months.

Massachusetts is an exciting travel destination that can be visited all through the year. From the west coast to the east the numerous attractions run the gamut. Massachusetts offers the best of the best in New England.

xv. Michigan

The Great Lakes State shares the majority of its borders with Lake Erie, Lake Huron, Lake Michigan and Lake Superior. That alone makes for some great recreational opportunities. Add to that more than 11,000 inland lakes, many freshwater rivers and streams, beautiful emerald forests and rolling hills that sometimes classify as small mountains, and you really get the sense that it is an outdoor lover's dream. For those who prefer the urban realm, the city of Detroit and a network of mid-size cities and charming small towns are there. Your group or family vacations in Michigan can take advantage of four different seasons, and the result is a place that caters to everyone, no matter what your interests are.

Michigan travel is made easy by a network of major interstate and adjoining roadways that make for easy road access between its lower peninsula and the upper peninsula. Flights from Detroit access all corners of the state, with small area airports ready to receive connecting flights from the bigger

metropolis. The system makes for a great getaway Michigan vacation. Michigan tourism is alive and wellwith a myriad of activities.

Along the Michigan coast and throughout its beautiful forests, find scenery that will impress eyes and exhaust the cameras. Northern small mountains challenge one's hiking and skiing abilities and stun with their serenity and wildlife. Michigan vacations take advantage of the mix of the outdoors and the ability to access them. There are over 100 state parks and family vacations in Michigan can take pleasure in a variety of picnic areas and overall down-to-earth fun.

Michigan vacations offer an array of lodging options. Full service resorts and upscale vacation rentals abound throughout the state. Small cottages and classic bed and breakfasts can be found more or less wherever you are going. Budget hotels and motels have economical concerns.

Like to ski, or hike, or fish, boat or swim? Like to tour wineries, golf, shop at unique stores, fine-dine, or see a show?. Michigan vacations can give the chances.

xvi. Missouri

The state of Missouri is located in the Midwest, between Kansas and Illinois. Missouri vacations can include all kinds of activities, including outdoor pursuits and indoor shows and entertainment. Missouri travel can be conducted by car along the famous Route 66 by visiting Springfield or St. Louis, or Missouri travel can be conducted by airplane, Known as the "Show Me State". The state of Missouri is beloved by its residents and can be a fun place to visit.

Many Missouri vacations take place in the city of St. Louis. St. Louis is one of the largest cities in the state of Missouri and a great place for Missouri travel. Missouri vacations to Missouri offer trips to see some of the state of Missouri's most popular attractions. The Gateway Arch, the St. Louis Zoo, Busch Stadium, the Missouri Botanical Gardens and the Anheuser-Busch Brewery are all found in St. Louis. While some travellers choose to stay in St. Louis hotels during their Missouri vacations, other travellers choose to stay in nearby historic St. Charles for their Missouri vacations. St. Charles hotels are often historic choices.

Another place for Missouri tourism is the city of Branson. Branson Missouri is located in the Ozark Mountains, and Missouri tourism here keeps the economy running year round. The famous Branson music shows can be enjoyed here in Branson, with everything from country music standards to modern favorites. Missouri tourism in Branson also centers on Silver Dollar City, a theme park which draws hundreds of thousands of visitors each year. Three pristine lakes are also located near the city of Branson, and Branson vacation rentals, lake cabins and condo rentals are increasingly popular ways for Missouri residents and visitors to spend a week or an entire summer.

Kansas City is yet another large and popular spot for Missouri tourism. Kansas City is home to the Country Club Plaza shopping center, where guests can shop and dine to their heart's content. Kansas City is also a great place to gamble and enjoy the Missouri nightlife, and still boasts one of the Midwest's largest jazz scenes. Kansas City hotels are a good choice for travellers on business as well as travellers strolling through town for the fun of it.

Although the state of Missouri is land bound and tucked away in the middle of the nation, it has long been an important part of life in the United States. Missouri was once a key stop for pioneers and wagon trails and they prepared to head out west, as well as the last stop for Lewis and Clark before their big adventure to find the Pacific Ocean. Daniel Boone and his family also made Missouri home, and a number of memorials and museums commemorating all of these important events can be visited on Missouri vacations. Although the state is considered to be somewhat spread out, travel is convenient by car between cities, and in the larger cities there is reliable public transportation.

xvii. Nevada

Nevada is the 7th largest state in the U.S. It is a state of contrasts and contradictions. While being one of the most mountainous states in America, Nevada is also one of the most urban states, with 80% of its population residing in either Las Vegas or Reno. Some people spend their Nevada vacations enjoying the state's natural environment, while others enjoy the man-made glitz and splendor of Las Vegas. Due to its diversity of geography and culture, Nevada tourism can center on a number of activities. Whether one enjoys the bright lights of the stars or the colored lights of Vegas, one's travels in Nevada will never fail to amuse one.

The majestic panoramas created by Nevada's natural landscapes and the state's official scenic byways, make Nevada travel by road an absolute delight. In some cases, the roads themselves are the highlights of Nevada tourism. For example, Angel Lake Road is referred to as the "highway to heaven." This beautiful road gains several thousand feet of elevation prior to reaching the spectacular Angel Lake. It's truly a great way to travel Nevada.

Highway 50 in Nevada is known as The Loneliest Road in America. It parallels the Pony Express Trail, which goes from Silver Springs through the farming town of Fallon. Remnants of the original Pony Express Trail can be seen along the way. In his book Blue Highways, William Least Moon states that "for the unhurried, this little- known highway is the best national road across the middle of the United States."

While historical sites and natural beauty are excellent reasons for Nevada travel, there are also some odd State of Nevada attractions that add to its appeal. These uniquely bizarre places actually attract a significant amount of Nevada tourism. For example, Groom Lake, also known as Area 51 is a secret military facility 90 miles North of Las Vegas. The site was developed in the 1950s for the testing of the U-2 Spy Plane. Of course, the secrecy of the project was the catalyst for a number of UFO conspiracy theories. As a result, the highway that runs near Area 51 is known as The Extraterrestrial Highway. Apparently, it is one of the most "visited" roads in the United States. A trip down the Extraterrestrial Road might be a fun way to travel Nevada.

Travel in Nevada along the Valley of Fire State Park Roadway, one will see purple, white and deep red rock formations. The rocks are particularly luminous during sunrise and sunset, when the light of the sun gives them a fiery red glow. Colored rock formations and petroglyphs are common throughout Nevada. They represent just one of the exciting State of Nevada attractions.

xviii. New Jersey

New Jersey, the third state of the United States of America, is a place to discover America's past, present, and future; and New Jersey vacations are a great way to explore all three. New Jersey tourism uncovers the past through the extensive history of New Jersey Garden State. Tourism in New Jersey keeps you in the present: your moments in the Garden State are filled with unbelievable things to do and events, from famous New Jersey beaches to antique shows to

cranberry festivals to NFL football. New Jersey vacations give you a glimpse into the future with a look at innovative ideas, from Thomas Edison's Menlo Park labs to the Liberty Science Center in Jersey City, New Jersey Garden State has always been on the cutting edge.

After independence was gained, the United States needed ingenuity and hard work to become a formidable country on the global scene, and much of it was found in New Jersey. New Jersey tourism often includes an up-close appreciation for Thomas Edison, who made a career in New Jersey inventing much of what we rely on to function today. The Thomas Edison Museum is hallowed ground for any visitor to New Jersey Garden State that has an interest in practical science. The hard work that helped build a nation was found also in New Jersey, a land known for productivity that played a crucial role in the Industrial Revolution.

From colonial times to the height of industry, New Jersey has always been at the forefront of revolutions. New Jersey tourism is no exception. Tourism in New Jersey wouldn't be complete without a taste of Jersey shore saltwater taffy, or the feel of the sand beneath one's toes on the miles of Jersey's beaches. Further inland, the beautiful Pine Barrens offer hiking and events that are sure to make your trip to New Jersey Garden State enjoyable. The festivals and bed and breakfast options in the smaller towns are an unforgettable aspect of tourism in New Jersey, giving visitors a pastoral glimpse into the slower, simpler life of yesterday.

xix. New Mexico

New Mexico is one of the most visited states in the U.S. because of its stunning scenery, boundless outdoor activities, dining, shopping, casinos, events and other things to do. The state boats a temperate climate through most of the year making outdoor activities making it popular for New Mexico vacations. The state is defined by its beautiful lakes and rivers, stunning mountain geography and south-western hospitality that keeps tourists returning for New Mexico vacations year after year.

New Mexico vacations can easily be multi-themed getaways or revolve around one in particular such as golfing, river rafting, dining and shopping, archaeological exploration, architectural tours or some well needed relaxation at one of New Mexico's many resorts and spas or abundance of hot springs.

In Albuquerque there are several attractions to see in and around the city. A tour of Old town will expose the city's interesting history and culture. A trip along the Rio Grande will also lead visitors to many unique attractions and be sure not to miss the breathtaking sight of Mass Ascension at the Albuquerque National Balloon Fiesta.

Many people visit Santa Fe during the winter for incredible skiing conditions with picturesque backdrops surrounding the area or try Red River, New Mexico for more great skiing. Los Alamos is a good base from which to explore the archaeological remnants of Bandelier National Monument.

The Taos town is charming and quaint and is home to many New Mexico festivals throughout the year. Taos Ski Valley is another famed winter destination for skiers alike providing a combination of numerous multi-level runs and stunning mountain scenery. Some of the more popular New Mexico casinos can also be found in Taos, Albuquerque and Santa Fe.

Moving Southeast there are many points of interest in the region. Roswell is the site of the famous UFO crash of 1947 and evidence of the famed crash can still be seen in the city with all kinds of alien paraphernalia dotted in restaurants and shops to date. The Carlsbad Caverns are a major attraction in Southwest New Mexico and feature some 3000 plus ancient limestone caves.

xx. New York

One of the original thirteen colonies and the eleventh state to join the Union, New York State has a long and fascinating history that has made for one of the finest places to visit today. New York is a fixture within popular culture, and has been depicted in countless movies, television shows, and books. New York State has a varied and interesting geographical boundary, touching lakes, Canada, an ocean, and other states. A New York vacation can include all manner of outdoor adventure.

New York State is unofficially divided into "upstate" and "downstate" New York. Many consider Upstate New York to include anything other than New York City, and this beautiful part of New York State includes an array of vacationing opportunities such as camping, sightseeing, and touring some of the most scenic cities, towns, and natural points of interest on the East Coast. Many popular New York events take place in the upstate portion of New York.

New York City, situated at the south-eastern tip of New York State, is the most populous city in the United States, with a population of 8.2 million within a 321 square-mile area. The city is separated into five boroughs, which include Manhattan, the Bronx, Brooklyn, Staten Island, and Queens. New York City is the global headquarters of the United Nations, and is host to visiting political figures year-round.

New York City is the quintessential metropolis, with its endless cultural, historic, and entertainment venues and big-city skyscrapers and commerce. New York City is home to the Empire State Building, Rockefeller Center, and Yankee Stadium, to name just a scant few. Various New York shows and New York events can be taken in at Madison Square Garden and Broadway and off-Broadway theatres.

Recommended itinerary items for any New York vacation include Niagara Falls, Buffalo (the state's second-largest city and home to historic sites and a burgeoning culture and arts scene), and the Catskill and Adirondack Mountains. Adirondack State Park in the northeastern portion of New York State is the largest publicly-protected area. The Empire Expo Center in Syracuse is home of the New York State Fair and other year-round New York events, and hosts more than 2 million visitors annually.

xxi. North Carolina

The state of North Carolina is a vacationer's paradise, with some of the best coastal beaches on the Atlantic seaboard to the east and the world's oldest mountain range cutting through the heartland. With such diverse landscape, North Carolina travel can include trips to the Appalachian Mountains for a ski trip; a weekend spent lounging on the beach, or an upscale golfing resort vacation in the Sandhills. Appealing North Carolina vacation spots are truly spread throughout the state, and millions of visitors come to the area for North Carolina vacations each year.

The three major cities in North Carolina are usually considered to be Charlotte, Raleigh and Greensboro, but some of the smaller towns such as Winston Salem, Durham and Fayetteville offer some of the best opportunities for historical sightseeing. North Carolina travel through the larger cities, however, will reveal some great sites as well. Charlotte is home to the Mint Museum of

Art and Discovery Place, two unique museums that can easily fill a day of exploration.

The smaller tourist town of Winston Salem is one of the best places to go for traditional festivals and cozy hotels, including a number of great Bed and Breakfast inns. Many travelers take North Carolina vacations simply to this town to see some of the surrounding colonial villages and the nicely restored architecture.

Golfing is yet another great way to spend your time in North Carolina. The best golf resorts are all concentrated in the Sandhills area; particularly the golfing village of Pinehurst.

xxii. Ohio

From rural landscapes to cities with a contemporary urban feel, Ohio travel includes sights, attractions, events and many other things to do for very kind of interest. Outdoor recreation is limitless during an Ohio vacation.

Camping remains a favorite way to hunker down in the midst of Ohio's phenomenal natural backdrop and enjoy countless activities. In the northern part of the state Lake Erie and it's islands offer an Ohio vacation water wonderland. Swimming in the cool lake waters during hot summer months off sandy beaches is a hot favorite.

Ohio tourism in Cleveland flourishes. Often overshadowing the capital with a generous amount of attractions and sights, Cleveland remains hot on the list for vacations in Ohio. Favorite attractions such as the Rock and Roll Hall of Fame, the Cleveland Zoo, Great Lakes Brewing Company the fascinating Museum of Art can be found here.

Nestled into Ohio's southeast corner is Hocking Hills where a beautiful area of Ohio remains protected. Thick with lovely wooded areas and a sparse population this is a great spot for Ohio getaways. Crisp hollows, rough hewn slopes, rushing waterfalls and spring water creeks assign a tranquil quality to this area. Hocking Hills can be reached in an hour from Columbus where visitors seek Ohio getaways clandestinely tucked away among the hickory, walnut and oak forests. Though Ohio tourism isn't rampant in this area it's one of the most beautiful in the state.

The city of Portsmouth to the east of Cincinnati includes attractions such as the Southern Ohio Museum. Spend some time in Shawnee State Park during Ohio getaways and take the pace down a few notches. Ohio travel in the southern part of the state also reveals Cincinnati in all her glory. Fabulous dining, a variety of shopping, museums, galleries and a host of other attractions make an Ohio vacation here extremely entertaining! Start your Ohio travel in the city at historical Fountain Square and discover some of the best the city has to offer.

Dayton is also popular for vacations in Ohio and has a surprisingly large amount of things to do in the area. A great variety of Dayton hotels, hopping nightlife, archeological parks, art galleries, historical museums, bustling street markets, beautiful parks and more create a unique character in this often overlooked city.

xxiii. Oregon

The state of Oregon, with its acres of green forests, miles of quiet coastline and multiple snowy mountain tops remains one of the last great places to explore in the United States. Oregon travel can include a host of outdoor activities, including camping, hiking, skiing, snowboarding and so much more. Oregon vacations, however, are not simply limited to active pursuits. The city of Portland is one of the hippest towns on the west coast and features a multitude of great cultural and urban Oregon attractions.

Oregon coast vacations are peppered with slow strolls along beaches with the backdrop of an often grey sky. This tends to make the tide pools, kite flying, etc. The Oregon Aquarium in Newport, Oregon, is considered to be the best of its kind, and Oregon travel along the coast is heightened in the seaside town of Newport.

City of Portland has attractions like the Portland Art Museum, the Oregon Zoo, and the Oregon Museum of Science and Industry. A number of great restaurants featuring local cuisine and some of the west coast's best chefs are also located in Portland. The famous Portland Rose Test Garden is of course also found in the city and remains one the best known Oregon attractions.

Both Mt. Hood and Mt. Bachelor provide long winter sport seasons. Oregon tourism to some of the lesser known areas of the state can also be quite fun.

Crater Lake National Park is another attraction that, although off the beaten track, is well worth the journey. The southern Oregon town of Ashland hosts its annual Shakespeare Festival, the largest Shakespeare Festival in the world, each year to the welcome of crowds of theater goers. Unique towns like Bend and Eugene have their own festivals and attractions each year.

xxiv. Pennsylvania

The state of Pennsylvania is a popular place to visit for historical attractions. Pennsylvania State is the place to go to see the early capital city of the United States, Philadelphia, as well as the theme parks and one of the largest lakes in the northeast, Lake Erie. Pennsylvania houses major tourist towns such as Philadelphia, Pittsburgh, Hershey or Erie and the nation's most historical sites.

Pennsylvania travel to Philadelphia is one of the most popular options for educational family trips. Independence Hall and the Liberty Bell are two of the first stops on any Philadelphia itineraries. A trip to the Franklin Institute, a science museum dedicated to the memory of Benjamin Franklin, to Pennsylvania Zoo. the oldest zoo in the United States and to Love Park, makes good a picnic.

Pennsylvania travel is also popular to places such as the famous town of Gettysburg, where tourists can see the Gettysburg Battle site and the Gettysburg National Military Park. The Gettysburg National Cemetery, dedicated to the memory of Abraham Lincoln, is the site of the well-known Gettysburg Address during the American Civil War.

Hershey Park is one of the top places for family Pennsylvania vacations and the largest theme park of its kind in the northeast and within Pennsylvania State. The park features multiple roller coasters and other fun rides as well as the Hershey Trolley Tour through the park.

xxv. South Carolina

South Carolina beaches and golf courses are famous. Popular towns such as Myrtle Beach and Hilton Head are at the heart of South Carolina tourism. Columbia, the state capital, serves as an exciting place for historical tours, while Charleston remains a charming symbol of the best of the Old South.

Charleston city is home to the Charleston Harbor and is the center of much of South Carolina's cultural life. Incredible theatre, operas and musical

performances of Spoleto depict the cultural riches. Myrtle Beach and Hilton Head are two of golf's most celebrated towns. Myrtle Beach golf has more than 120 golf courses. South Carolina beaches in Myrtle Beach and in Hilton Head are also known throughout the world to be some of the cleanest and nicest beaches in the world. .

Columbia, South Carolina's state capitol has history. The state capitol building in particular is a favorite place to visit with fascinating architecture that shapes the structure. The Riverbanks Zoo in Columbia is yet another favorite attraction for tourists.

Visit to South Carolina plantations is quite a popular choice. Smaller towns such as Aiken, Anderson and Beaufort have many ancient structures well-maintained so as to offer great opportunities for touring. Tourists choose to enjoy the diverse landscape and people of this great state.

xxvi. Tennessee

Tennessee vacations are popular because of festivals and celebrations. Vacations in Tennessee on the west side most often begin in Memphis, one of the most exciting destinations in Tennessee with Memphis Zoo, Beale Street, the infamous Sun Studio, the Graceland Mansion, Brooks Museum or Mud Island and May Festival.

In mid-state Tennessee Nashville is home to a thriving music industry with stars recording in town all the time. Tennessee fills eyes and ears with many sights and sounds to feed one's senses. Nashville is also home to some of the best shopping and nightlife in Tennessee.

Knoxville is a quiet city located in eastern Tennessee and is surrounded by the backwoods wilderness of Great Smoky and the Blue Ridge and Cumberland Mountains. Visit the Ramsey House Plantation, the Knoxville Zoo or enjoy the outdoors at one of Knoxville's many beautiful parks. Knoxville was the old capital of Tennessee.

Pigeon Forge is an excellent place for Tennessee getaways. Pigeon Forge attractions include the Great Smoky Mountain National Park, which is the biggest draw, Dollywood and Cades Cove. Gatlinburg is slice of paradise perfect for Tennessee getaways. Tennessee hiking and camping abound here and there.

xxvii. Texas

Texas is the second largest state in the United States. This is home to the Alamo, the Dallas Cowboys, the space race at Johnson Space Center and of course that big ball of twine that demands one's camera's attention.

Travel to one of the getaways in Texas such as Austin, Dallas, Houston and the up and coming San Antonio. The most famous destination is the Alamo, which is located in San Antonio.

The Johnson Space Center is down the road in Houston. This Texas attraction made space travel famous, and is host to many space shuttles and astronauts.

Texas tours offer many shows, educational programs, camps and even sleepovers. Sea world is a getaways in Texas for underwater life. The Corpus Christi's Texas State Aquarium is the most extensive aquarium in Texas.

Dallas Cowboys draw fans from all over the country. This is a "tail-gaters" paradise. Cheer on the cowboys, and waiting to entertain you at halftime are the famous Dallas cheerleaders.

A Texas vacation has history, metropolis centers, shopping, water parks, aquariums, famous sports teams from baseball to basketball to football and even an accent.

xxviii. Utah

Millions of people take Utah vacations for its unusual history, the art and cultural activities that are prevalent in Salt Lake City. The state's three distinct regions offer different things.

In the warmer months, people visit the Colorado Plateau, the home of fascinating rock formations. They often enjoy visiting the Great Basin Desert. Rocky Mountain region of Utah is home to the rugged peaks, majestic pines and deep blue lakes. Much of Utah tourism centers on Salt Lake, which is the state's most cosmopolitan city. Because of its distinction as international headquarters of the Church of Jesus Christ of Latter-day Saints (better known as the Mormons), Temple Square in Salt Lake City draws an abundant amount of Utah tourism. Many people come to visit the Great Salt Lake itself, which is eight times saltier than any of the oceans in the world. Others book a Utah travel package to Salt Lake City due to its close proximity to some of the best skiing in

North America. Great skiing can also be found in the area north of Salt Lake City.

Zion National Park and Bryce Canyon National Park Moab are other intriguing Utah destinations.

xxix. Vermont

Vermont is a land of rolling hills, soaring mountains, and lush valleys, where every turn provides a breath-taking view. For a great outdoors family vacation Vermont is second to none. Snowboarding resorts like Killington, Stowe, Okemo, and others have become destinations themselves, with thriving nightlife, exciting events, and top-class accommodations. Outdoor activities like canoeing, mountain biking, golf, fishing, and hunting are also popular.

The phrase "Made in Vermont" has become synonymous with quality. A shopping trip to a local vendor for some tasty homemade cheese or maple syrup or Ben and Jerry's ice cream is a delight.

Burlington is a great place to begin a family vacation in Vermont. Situated on beautiful Lake Champlain, Burlington is a city for good shopping at the Church Street Marketplace, cultural events, and museums celebrating the history of Vermont. Montpelier, Vermont's state capital, retains the friendly, small town feel that makes Vermont travel so satisfying and enjoyable.

xxx. Washington

Washington state vacation will inevitably take to Seattle, also known as the Emerald City. A short ferry ride will take to the Olympic National Park. Some of the most breathtaking vistas in the Pacific Northwest are here in store for stare.

In Neah Bay one can trek across wooden bridges and the lush wetlands of Cape Flattery. It is the place of the Makah Indians- a tribe communitywho alone are allowed to hunt whales. Understanding their culture will make one understand why it is so important for this historic tradition to be maintained.

A stay at a Washington State hotel is a totally different one. Washington State is also home to the Columbia River, upon which Lewis and Clark journeyed on their historic journey west. The Columbia River has its beginnings in the Canadian Rockies and meanders hundreds of miles before emptying into

the Pacific Ocean. Views of the Columbia River gorge in Washington State are simply unforgettable.

xxxi. Washington DC

There is perhaps no city more exciting than the capital city of the United States of America. Its rhythms are the heartbeat of the entire nation, and its work is always in the public eye. Washington DC is about identity -National identity, personal identity, and the pursuit of personal freedom.

Washington DC tourism flagged a little in recent years, immediately following the September 11 attacks. But the added attention to security in the nation's capital has laid many fears to rest. Washington DC vacations are as safe - and as exciting - as they ever were. You may need to allow more time between destinations, however, as security checks are common all over Washington DC, now, and many involve metal detectors. Driving and parking have both become more challenging, as roads are closed around federal buildings to increase their perimeters for security. It is much better, where possible, to rely on Metrorail and taxis for your Washington DC trip.

Check out the U Street clubs in the streets where Duke Ellington grew up. Go to Chinatown, admire the Friendship Arch, and eat authentic Asian cuisines late at night. Spend an evening barhopping in Adams Morgan, or dining al fresco at one of the many trendy and international restaurants in the area. Or spend a more traditional afternoon shopping and searching rare antiques in historic Georgetown along the canal.

xxxii. Wyoming

Blue skies, mountains, and rivers for miles feature Wyoming state. Starting with the world-renowned Yellowstone National Park, one of the most popular Wyoming attractions, one can make way over to Cheyenne, the state's capital. Yellowstone National Park is home to some great National Monuments such as Old Faithful and Devils Tower. The town of Cody Wyoming is nearby with its excellent selection of Cody hotels.

Colonel Buffalo Bill Cody is considered one of the founding fathers of Wyoming, and the city of Cody bears his name. Buffalo Bill was not only famous for his service to the United States Army, but also for the exciting road show he created, which played on the wild nature of the Old West. Buffalo Bill

was beloved during his lifetime and has remained an icon of life in Wyoming and 19th century America.

The Cody Firearms Museum is the largest and most important representative of American arms, as well as European arms dating from the 16th century. Another great museum in the area is The Plains Indian Museum ranks as one of the nation's finest Native American collections. The museum presents art of Plains Indian and artifacts set in authentic Native American settings. Wyoming vacations include skiing at fantastic locations like Jackson Hole, the premiere destination for skiing in the United States. The world famous Jackson Hole Ski Resort offers its services with private slopes and luxury accommodations.

The celebration, Frontier Days, found each year in the city of Cheyenne, is a week- long festival of concerts, rodeos and Wild West entertainment. Thousands of loyal fans come to Wyoming to experience the Cheyenne Frontier Days. As the Frontier Days allow tourist and locals alike to experience traditions of the old west, Wyoming vacations can be authentic to the old west as well, with a stay at a working dude or guest ranch. You can rope steer, drive cattle, and test your limits or just be entertained.

Grand Teton offers hiking and Mad River offers rafting, what the French refer to as the La maudite rivire enrage, or the Mad River. Wyoming vacations offer a lifetime of adventure and excitement all in one state.

2.2. Tourist Attractions in Canada

Canada, size-wise, it is the second-largest nation in the world, boasting over 6.1 million sq. km (3.8 million sq. miles) of diverse beauty. With only 30 million people living in such a huge country, (10 million less than the state of California alone) Canada is ideal place to stretch out and explore.

Canada travel experience is as varied as the country is large. Canada's mix of British, French and indigenous customs distinguishes it from its Southern neighbour, the USA. More recent immigrants to the country from Asia, Africa, Latin America and the Middle East are seasoning Canada with a unique, multi-cultural flavor. French and English are the official languages. French is primarily spoken in the province of Quebec. English- speaking visitors need not be worried if they are not fluent in both languages.

Canada is made up of 10 provinces and 3 territories, each unique in culture and geography. In the far west, British Columbia is nestled between the spectacular Pacific Coast and the majestic Rocky Mountains. Alberta's wide-open plains with mountain scenery give it a modern cowboy feel.

Ontario is one of the most diverse provinces. Don't miss the history and culture of French-speaking Quebec, one of the major attractions in Canada. One of the more daring Canada trips is an exploration of the wild Northwest Territories. In this vast, frozen frontier, there are still thousands of lakes yet unnamed and unchartered for you to discover.

Canadian history, pre 20th Century: The history of Canada began long before Europeans set their sights on this immense land. Prehistoric tribes having crossed the Bering Strait thousands of years before had been settled on the land and creating distinct cultures. Somewhere around 1000 AD Vikings landed in Newfoundland and tried to settle in, but soon left after hostilities with the tribes ceased to be resolved. For another four hundred years or so, Canadian aboriginal were left alone to cultivate different languages, religious practice, arts, and government.

The early history of immigration to Canada began in the 15th Century when Europe again took interest in claiming the land for themselves. Expeditions were made to search for riches. Explorer Jacques Cartier decided to make the first claim in the area around the St. Lawrence River, what is now part of Quebec. Samuel de Champlain, another explorer from France, founded Quebec City early in the 1600's. The history of immigration to Canada began again as a fur trade was set up and found great success in the area. At this time the area of settlement in Canada belonged to France. Soon the British came along and founded the Hudson's Bay Company, adding some competition to the French trade system. Canadian history takes a turn for the worse when British and French settlers turned against each other, much a result from the influence of the Seven Years War in Europe. In 1759 the British defeated the French and the Treaty of Paris sealed the deal that Canada now belonged to Britain.

The French and British continued their feud well into the 19th Century, when finally the British North American Act was made to solidify Canada into the country that it is today. The Canadian Pacific Railway was completed in 1885, further uniting the country together. All provinces were part of the government by 1912, excepting Newfoundland, which joined in 1949.

Canadian history, post 20th Century: The history of immigration to Canada in the modern- day began in great numbers after World War II. More Europeans flooded into the country: Italians, Irish, Greeks, as well as continuing numbers of French and British. A second wave of immigrants came in the 1960's, mostly consisting of Asians, Hispanics, Indians, Caribbeans, and Arabs. Canada was becoming the Mosaic of people that it is today.

Shopping in Canada: Perhaps the most famous of Canadian shopping is in West Edmonton Mall in Edmonton, Alberta. Much more than just a mall, West Edmonton Mall is also an amusement park, ice skating rink, movie theatre, concert hall and much more. There are over 800 stores and services, 100 choices for getting a bite to eat, plus eight top-notch attractions. This is arguably the most impressive of Canada shopping, spanning the equivalent of 48 city blocks.

You may be surprised to know that the world's largest and longest underground shopping complex is in Toronto, Ontario. Famed for entertainment, the Toronto Entertainment District is also famous for spectacular shopping in Canada. Called PATH, this underground shopping complex holds more than 1,200 shops and services. It's even in the Guinness Book of World Records! PATH stretches out 10 kilometers (6.5 miles) and holds a hotel, one-of-a-kind shops, games, restaurants and entertainment. Canada shopping all in one long, underground stretch, this is what PATH offers.

For very unique Canadian shopping, head up to the Yukon to the Log Skyscraper Trading Post. Located in Whitehorse, Yukon, the Log Skyscraper is a four-storey log building located in the downtown district. The actual trading post is a two-storey log structure, right in front of the Skyscraper. Martin Berrigan, a Yukon pioneer in the 1940's built both structures. They are now designated as a Municipal Historic Site and are the most photographed building in the Yukon Territory. At the Trading Post, shoppers can buy anything from a Klondike gold nugget to a lynx fur. Local handicrafts, Northern books and candy can also be purchased.

2.3 Tourist Attractions in Mexico

Mexico vacations can take many different forms. From lying on sundrenched beaches, to dipping in a hotel pool, to a myriad of thrilling activities and sightseeing, Mexico travel is filled with options.

History: The history of Mexico is rich and quite extensive. Early civilizations, including well-known people such as the Mayas and Aztecas, populated what is now Mexico as early as 900 AD. Lesser-known civilizations were also widespread throughout the area, including Teotihuacan, Toltec, Olmec were said to have been in Mexico as early as 1500 BC and others.

These civilizations were, for the most part, obliterated when Spanish Conquistadors arrived and began settling the area in 1519, defeating and assuming control of the indigenous people in 1521.

The Mexican war of Independence lasted for over a decade and when the dust settled in 1821, Mexico had officially asserted its independence from Spain.

Natural Attractions: One of the best reasons to travel Mexico is the endless stretch of gorgeous, white sand beach that hugs most of the coastline. Mexico vacations are generally enjoyed on the coast, which offers a complete array of activities; including scuba diving, tours, fishing, cruises, surfing or of course simply laying back with a book and cooled beverage.

Festive attractions: Many travellers also enjoy visiting Mexico during one of their many colorful and festive holidays. Whether it is the Day of the Dead, Cinco de Mayo or Mexican Independence Day, the people of Mexico know how to put on a celebration. As a country with a high population of practicing Catholics, there are a number of holidays centered on religious festivals. Mardi grass, referred to in Mexico as Carnival, takes place in March, and most major cities will have colorful celebrations. September 16th is another of the important holidays of Mexico. Dia de la Independencia, or Independence Day, is celebrated by Mexicans all around the world as the day that Mexico declared independence from Spanish rule in 1821. While Mexico City offers the largest Independence Day celebration, you'll find that no matter where you are in Mexico on September 16th, celebration will abound.

City Attractions: Mexican locations such as Acapulco, Cozumel, Mexico city, Chichen Itza, Tijuana, and a host of other popular cities, can be the perfect places to get away and relax. Some areas, such as Tijuana, are literaliy moments away from the US border and can be a great place to visit for just the day. Although spots like Acapulco are a longer trip, and will require flying to Mexico or take a cruise, they are certainly worth the extra travel time. Breathtaking sunsets and local culture create the perfect backdrop for an enjoyable vacation.

A Day to A Season: Mexico for a day, a week, or an entire season, there is a reason Mexico vacations are some of the most popular in the world. Sun, surf, and relaxation await you all year long. Mexico vacations are generally filled with sun. The average yearly temperature in Mexico is around 85 F degrees and in some areas can be even warmer. Winter can be an excellent time to travel Mexico, particularly for those travelling with children, as the temperatures during the cooler season are more moderate. During the summer, temperatures can soar to upwards of 90 F and 100F degrees. .

2.4 Central America & Caribbean Attractions

Central American Countries - Maybe the only site you'll ever need on the subject, with links to related sites in categories including travel and tourism, portals, directories and search sites, academic research, government sites, magazines and lots more, courtesy of the University of Texas at Austin.

i. Antigua

Antigua, Barbuda and Redonda make an island nation located in the Eastern Caribbean, boasting 365 soft white sandy beaches ("one for each day of the year") surrounded by long stretches of coral reef amid blue crystal clear waters. At 14 miles long, Antigua is the larger of the two islands with the capital city, St. John's, a major jumping off point for exploring its tropical beauty as well as strong ties to English history — dating back to 1784 when Admiral Horatio Nelson sailed to Antigua to establish Great Britain's most strategic Caribbean naval base.

Today, Antigua and Barbuda continue to attract those with a love of the sea, as a half million visitors arrive each year from all over the world to swim, snorkel, dive or fish around its sun-kissed shoreline.

Top attractions include St. John's, English Harbour, Betty's Hope plantation, Nelson's Dockyard and shopping.

ii. Aruba

Located at the heart of the southern Caribbean, Aruba lies 15 miles north of Venezuela. With U.S. dollar freely accepted everywhere, it is equally popular with tourists from America from which it can be easily reached in under 3 hours via major hubs in Southern Florida.

By day, activities abound for scuba enthusiasts at 42 top diving sites, plus almost endless opportunities for world-class parasailing and deep-sea fishing. Of course, the island is ringed by some of the most beautiful beaches in the world to merely laze the day away. While many visitors are just as happy to settle into the many resorts & beaches located around the capital city of Oranjestad, no visit to Aruba would be complete without a trip to the countryside to take in the stunning natural beauty of Arikok National Park.

iii. Bahamas

Of the more than 700 islands that make up the Bahamas - stretching for miles off the Florida coast to Cuba - the best known among tourists are New Providence, Grand Bahama, Bimini, Cat Island and Eleuthera.

And perhaps the most familiar of these is New Providence, where Nassau is the main port o' call, a colorful jumble of English colonial architecture, mud & thatched roof shanties, and wood houses painted in bright pastels. Of the modern mega hotels, the most notable is the Atlantis resort & casino located on nearby Paradise Island.

More world-class amenities await in Freeport on Grand Bahama, the chain's largest island, offering the best of modern comfort & exotic adventure including a hopping nightlife, entertainment, and day trips out to the countryside to take in the breathtaking flora and fauna of Lucayan National Park.

Elsewhere around the Bahamas, miles of white or pink sandy beaches are available for swimming, diving or snorkeling around underwater reefs, or just for getting away from it all and letting the sun and tropical breezes restore mind, body and soul.

iv. Barbados

The most eastern island in the Caribbean located northeast of Venezuela, the island named by its Portugese discoverers is today more often referred to as "Little England" for its long history of subsequent English colonization. Surrounded by the Caribbean Sea on the West coast and the Atlantic to the East, Barbados is divided into 11 parishes, connected by an excellent public bus system that runs through the center of the island.

Around the shore, 70 miles of white sand, palm-fringed beaches look out on crytal clear waters in every shade of aquamarine to blue. Besides the exotic

scenery and endless opportunities for basking or playing in the Caribbean sun, Barbados has its capital city, Bridgetown.

v. Bermuda

A quick tropical getaway for Americans along the Eastern seaboard, Bermuda is probably most famous for its stunning pink sand beaches, deep aquamarine seas and the forbidding and mysterious Bermuda Triangle. Along with its stunning natural beauty, what many visitors are surprised to find is rich cultural history — as Bermuda is home to some of the oldest churches, military forts and state houses in the Western hemisphere, built by early 16th century British settlers.

South-Hampton Parish is by far the most luxurious with its world-class resorts, golf courses and beaches. Most visitors and cruise travellers make Paget Parish their jumping-off point, however, situated close to the major hub and capital city of Hamilton offering shopping, restaurants & nightlife, along with popular Elbow Beach and spectacular botanical gardens located nearby.

vi. British Virgin Islands

A half hour ferry ride from the U.S. Virgin Islands lies the British Virgin Islands, where the first Dutch and British laid claim to the stunning beauty of the island chain in the 17th century. The largest island, Tortola, is the major hub for most visitors where independent yacht cruisers may sail the Sir Frances Drake Channel to explore the rest of British Virgin Islands - including Virgin Gorda, Anegada, Jost Van Dyke and a string of 60 other island and islets that comprise it.

British Virgin Islands are a charming blend of spectacular beaches, coral reefs, wild tamarind and flowering hibiscus mixed with remnants of forts, churches and even rum distilleries dating back hundreds of years. Today, accommodation can range from 5-star luxury resorts to rustic island cottages.

vii. Belize

Part of Central America, but with the Caribbean at its doorstep, Belize was formerly known as British Honduras until 1981, when it gained full independence. Today, it is the only official English-speaking country in Central America, inhabited by friendly and very laid-back Belizians of European and Central American Indian decent.

Belize City is the main cruise port and jumping-off point for most tourists to explore the country's spectacular shoreline, perfect for swimming, snorkeling, and diving around one of the world's largest barrier reefs. Inland, Belize offers breathtaking views of waterfalls, picturesque rivers, untouched jungle and rainforests carefully set aside as nature reserves and national parks. A treasure trove of Mayan ruins, temples and artifacts (still being discovered by archeologists) also await adventure travellers in Belize, a mix of both spectacular natural beauty and rich cultural history.

viii. Cayman Islands

A three-island British dependency, the Cayman Islands are located in the Caribbean just south Cuba and northwest of Jamaica. Comprised of Grand Cayman, Cayman Brac, and Little Cayman, the Grand Cayman is the largest of the three islands with George Town the central city and a major port for Caribbean cruises. While no visit to the islands would be complete without a visit to the Grand Cayman's famous Seven Mile beach, (often seen on lists of the world's best beaches), a good number of other attractions beckon. For quiet walks and stunning natural beauty, don't miss the Queen Elizabeth II Botanic Park. Take a trip to the sea turtle farm for eye-to-eye meetings with tiny to 400 lb. specimens, or ride aboard the very exciting Atlantis Deep Dive Submarine (located right next door to the cruise ship terminal) for more close encounters with Cayman marine life. Cayman Islands' top attractions include Pedro St. James Historic Site, Grand Cayman's QE II Botanic Park, the national museum, the caves, craft market, beaches, best spots for diving, snorkeling, swimming, plus hotėl & restaurant guides, helpful travel tips.

ix. Cuba

The largest island in the Caribbean, Cuba lies just 90 miles from the southern tip of Florida, between the Cayman Islands and the Bahamas. Although a very popular destination for American tourists up until the rise of Fidel Castro (and a resulting 1959 travel ban still in effect), Cuba remains a major travel draw for more than 2 million other tourists each year from around the world.

Most famous for its cigars, beautiful beaches and colonial architecture, Cuba's main attraction is Havana, which offers a busy cosmpolitan hub of main thoroughfares, street vendors, dilapidated buildings and, by night, a colorful and swinging nightlife. Elsewhere, the beach areas around Holguin, Cayo Coco and

Varadero Beach are also prime basking, snorkeling and diving areas visited mostly by Canadians and European visitors.

x. Grenada

A three-island state in the Eastern Caribbean, located off the shores of Venezuela and south of Trinidad & Tobago, Grenada is a small powerhouse of tropical wonders - from the cascading rivers and waterfalls of its rolling mountains down to the warm and sandy beaches that line its shores.

It's French-flavored capital city, St. George's, is the main port of call for cruise ships, from which travelers embark on rambling walking tours of one of the most beautiful towns in the Caribbean. While here, check out St. George's Roman Catholic Cathedral whose Gothic tower looms over Grenada like any found in a quaint European town. Also don't miss an example of early Georgian architecture across the street in Grenada's stately House of Parliament. Market Square where colorful home-grown produce is grabbed up by visitors and locals alike is added attraction. Before leaving St. George's, also be sure to take in the botanical garden, Bay Gardens, and a walk around the harbor Esplanade at sunset.

Elsewhere on the island, a drive around the western coast is certainly worth the trip for its picturesque fishing villages, sandwiched in between scenic views of flora and fauna. More stunning beauty awaits in the island's handful of nature reserves and parks, providing an excellent opportunity for walking or hiking for up-close views of indigenous wildlife and vegetation. Hugging the shore, Levera National Park is especially noted for its dramatic beauty as well as its stunning beach. Topping off a visit to Grenada is the must-see Mt. Carmel Waterfall, the island's highest, providing a 70 foot drop of cascading water to the crystal clear pool below.

xi. Jamaica

In short, Jamaica has offered visitors such a famous slice of paradise - and for so long - that it has almost become synonymous with "Caribbean getaway." Jamaica offers something for everyone, beginning with its white sand beaches, mountain waterfalls and stunning sunsets.

The two main tourist resorts for fun in the sun are Negril, boasting one of the longest beaches (at 7 miles) on the island, along with the almost universally famous Montego Bay, or as it is better known by locals, Mo' Bay.

xii. Martinique

Martinique is a dependent territory of France, where the Euro is the main currency, but the accent remains on a lovely fusion of French and Caribbean culture. Martinique's capital, Fort-de-France, is another wonderful blend of modern and picturesque, especially around the narrow streets of the old town, over-scene by shuttered windows and wrought iron balconies. Also don't miss the imposing Palais de Justice, and the towering splendor of St. Louis Cathedral, along with the colorful Bibliothèque Schoelcher with its turquoise tiles and hand carved columns.

A visit to the large central park, La Savane, is another "must see" if only for the headless statue of Martinique-born Josephine Bonaparte. Elsewhere around the island, opportunities abound for outdoor adventure along northern coast rain forests, while more relaxing pleasures can be found on southern coast beaches, the most popular of which is picture perfect Les Salines.

xiii. Puerto Rico

The Commonwealth of Puerto Rico lies about 1,000 miles south east of Miami and astride the U.S Virgin Islands, in an outstanding setting that outranks many Caribbean countries for both its cultural richness and natural beauty. A full day's journey may lead up to the spectacular Central Cordillera mountains, then down again along the lush vegetation of the north, contrasting with the very stark and arid southern coast.

San Juan is where most visitors begin their journey in Puerto Rico. In Old San Juan, modern amenities mix with historical associations dating back to the 17th century, magically transporting visitors back to colonial Spain with a chock-a-block of ancient buildings, forts, quaint streets and "photo ops" at every turn.

Ponce, often referred to as Puerto Rico's second city, is another stunning array of architectural styles blending 19th century Creole with Art Deco motifs of the early 20th century. Of course, fun in the sun is a priority on any visit to

Puerto Rico, and the coast is lined with white sandy beaches and aquamarine waters for swimming, snorkeling, windsurfing and diving.

xiv. Trinidad & Tobago

For a unique study in contrasts, be sure to visit both islands to compare Trinidad's busy and sophisticated modern capital, Port-of-Spain, with the sleepy and laid-back atmosphere of little sister, Tobago.

Trinis are a varied and cosmpolitan population justly proud of their rich culture, vibrant energy and exciting nightlife. However, just two hours away by ferry is located sleepy little Tobago, offering its own unique pleasures in its laid back style, pale pink beaches, and deep blue seas.

Inland lies Tobago Forest Reserve, one of the Caribbeans oldest protected rainforests, while surrounding the island are stunning coral reefs that make for spectacular snorkeling or scuba diving excursions. The picture perfect Argyle Falls, an expertly guided but slippery trek to a triple cascade of crystal clear waters, is a rare sight.

xv. U.S. Virgin Islands

With the U.S. dollar recognized as the official currency and English spoken everywhere, the U.S. Virgin Islands boasts some 2 million visitors a year. Made up of St. Thomas, St. Croix, St. John and Water Island, U.S. Virgin Islands is most popular among Americans looking for an exotic vacation without feeling like they are in a "foreign" country.

Most of them will make the capital city of Charlotte Amalie their home base for the most modern hotels, amenities and swinging nightlife. The deep sea harbor is a favorite port of call for the largest cruise ships sailing throughout the Caribbean.

Nearby, the quieter atmosphere of St. Croix also beckons visitors with some of most spectacular natural beauty, along with historic sites, art galleries, restaurants and lots of duty-free shopping.

2.5 South American Tourism Attractions

i. Argentina

It's hard to imagine a more exciting destination than Argentina, for it has the rich culture, beautiful beaches, winery tours, treks across frozen glaciers, or

views of spectacular waterfalls. Buenos Aires - the country's sophisticated capital city is beautiful, compact and easy to get around. Most of the city's main attractions are conveniently located near to each other, making the capital an easy one to explore by foot. Don't miss a chance to see fancier footwork on stage with a classic performance of the tango, Argentina's national dance.

Farther afield, wine lovers will truly appreciate trips to San Juan or Mendoza where quality wine production is at its peak. For fun in the sun, experience the beauty of sand dunes and crystal clear waters of Mar del Plata. Iguazu Falls (located at the country's northeast corner) and the unforgettable trek across the Argentine Antarctic at Glaciers National Park are great attractions.

ii. Bolivia

Located in the very heart of South America, the country is an exciting mix of modern and ancient, remote and accessible. Its natural, rugged beauty provides for the world's highest ski resort, Chacaltaya, near La Paz, while Madidi National Park offers the richest, most bio-diverse tropical jungles on the planet. It also shares the highest navigable lake, Titicaca, with its neighbor Peru.

Bolivia is of special interest to anthropologists with more than half of Bolivia's population boasts pure Native American ancestry. La Paz, the capital city, is where many travelers touch down for a first taste of the Bolivian ancient and exotic. Must-sees include a stroll down Sagarnaga Street, the main tourist thoroughfare, and a stop at the nearby "Witches' Market" for everything from native musical instruments to exotic artefacts

One of the country's more exciting and raucous carnivals is held in spring in Oruro.

iii. BRAZIL

The largest country on the South American continent, and the fifth largest country in the world, is Brazil with lot many superlatives as a travel destination.

Nothing beats the allure of Rio de Janiero's world famous beaches (and their annual carnival) or the bustling rhythm of the capital city at Sao Paulo. For nature lovers, the Amazon rainforest provides not only excitement and adventure, but spectacular tours through national parks and camera-ready photo ops at such world famous landmarks as Iguacu Falls.

iv. Chile

A sliver of the South American continent, Chile is big enough to offer its millions of visitors a year a chance to ski its mountains, laze along its sunny beaches, or trek the glaciers that lace the Chile's southern Antarctic coast.

The country's diversity is nowhere more evident that in its capital, Santiago, where it is easily possible to go skiing in the Andes in the morning, and then go swimming or snorkeling in the afternoon along the shores of the Vina del Mar.

Also ride up to Parque Metropolitano to see the zoo, botanical gardens, and one spectacular view of the city is enchanting.

For a pleasant trip out to the countryside, spend the day at a Chilean vineyard and see why the country's wines have begun to win top prizes at international competitions. With extra time and money to spare, journey to Easter Island off the West coast to stare the colossal volcanic rock sculptures of human heads (Who made them? How did they get there?) and other mysterious pictographs along the coast.

v. Colombia

One of the most beautiful, but least appreciated countries on the continent, Colombia is often thought of as the cocaine cartel center of the world. Colombia has to offer stunning natural beauty and deep cultural roots. A land of light and shadow, the capital at Bogota may be the best example of this - its modern architecture, stately museums and lavishly decorated churches contrast sharply with the drug dealers who inhabit its slums and the utter poverty that exists in its shantytowns. Of course, no visit to Colombia would be complete without a stop at Cartegena and the legendary Caribbean coast. The colonial port city and surroundings not only offers beautiful beaches and colorful coral reefs for snorkeling or diving, but an eyeful of amazing colonial architecture seen in its historic mansions, palaces and monasteries.

vi. Ecuador

Despite certain tourism unfriendly developments, the country lying right on the equator (Equator = Ecuador) has much to saavy travellers willing to stick close to the capital, Quito where history comes alive in its original colonial architecture. Also remember to take the camera for a trip on the "Teleferico"

(cable car), transporting tourists to a nearby peak in the Andes for a bird's eye view of the entire town and surroundings. An excursion to the stunning untouched natural beauty of the Galapagos Islands off the west coast, where memorable jungle safaris, exotic flora and fauna, and world-class diving and snorkeling await, would sooth every soul.

vii. Paraguay

Paraguay lies at the heart of the continent and is sometimes still thought of as "an island surrounded by land. Paraguay enjoys a growing tourism industry fuelled by its beautiful landscapes and unique flora and fauna. Its rich history and culture make many travellers begin their trip in the capital, Asuncion. Located on the hills overlooking the Paraguay River, the city gravitates toward the waterfront where most of the major attractions are to be found. These include historic examples of original 16th century buildings - amid a jumble of modern architecture - as well its 19th century cathedral, nearby museums and cultural centers, and one spectacular city park at Jardin Botanico.

Nearby attractions include lake resorts, stunning waterfalls and dense vegetation and rainforest preserves.

viii. Peru

Peru along with neighbors Brazil and Chile, is one of the must-see countries in all of South America. Located along the western Pacific coast lies the capital city of Lima. Lima's coastal location makes it an important fishing center with the city's world-famous cuisine most noted for top-notch seafood restaurants. The historic riches of the city include the lovingly preserved churches and monasteries from the era. Pre-dating the Spanish invasion by centuries, Peru had the Incan empire. Therefore, a trip to its once-mighty capital, **Cusco,** remains at the top of the 'to do' list for millions of visitors a year. The nearby Machu Picchu, an Incan ruin only discovered in 1911, is educative. It sits amid natural flora and fauna 8,000 feet above sea level, and whose mysteries are still being unravelled to this very day.

ix. Uruguay

Squeezed in between its larger neighbors on the Atlantic Coast - Argentina to the west and Brazil to the north - little Uruguay still manages all on its own to boast world-famous beach resorts, charming old colonial towns, as

well as the dynamic capital city at Montevideo. Dominating the Montivideo skyline is one of South America's tallest skyscrapers, Palacio Salvo. Head over to Constitution Square for a visit to the 17th century cathedral and the historic Cabildo (town hall). The sweeping vista of Independence Square, dominated by the monument Uruguay's national hero, Artigas is eyes' delight.

Street peddlers, artists and musicians complete the scene at the Central Market which goes on virtually 24/7. Colonia del Sacramento is a charmingly preserved colonial town.

In the summer months, thousands of Uruguayans make annual trek to beautiful **Punta del Diablo**, the country's top beach resort.

x. Venezuela

Venezuela is a major air route connecting South America with the rest of the world. It remains one of the most easily accessible countries in South America from points in the USA or Europe.

Venezuela features verdant plains and arid desert, spectacular vistas from the Andes mountains, and stunning white sand beaches kissed by the Caribbean Sea and Atlantic waters.

Caracas, the capital houses a massive cathedral, the sprawling National Capitol building, and the historic birthplace of "the George Washington of South America," Simon Bolivar.

The Gran Sabana, featuring unusual flat top mountains ("Tepuy") and spectacular Angel Falls (the world's highest) are memorable sights. The grandest vista in all of Venezuela, involves taking cable car ride up to Bolivar Peak in Sierra Nevada National Park.

3. EUROPE AND AMERICAN MARKET SEGMENT –INBOUND TOURISM – SHARE IN GLOBAL TOURISM

From a country's perspective inbound foreign tourism means foreigners visiting that country who bring foreign exchange earnings, besides other benefits. The growth in inbound foreign tourism implies the country has the brand image of an international tourism destination.

3.1 Inbound Foreign Tourism Arrivals - Europe and America

Europe's inbound foreign tourism is enormous. Table 2 gives the data. This is because it has the world's most attractions, competitive economy,

facilities and friendship. Besides, there is quite a lot of inter-regional foreign tourism within Europe increasing Europe's global share in foreign inbound tourism arrivals. From about 265 million arrivals in 1990, Europe increased its foreign tourist arrivals to 444 mn in 2005, recording about 68% increase. The market share of Europe is a comfortable 55% of global tourism. This speaks well of the attractions, promotion, facilities discretionary income, and so on. Within Europe, Western and Southern Europe, including Mediterranean have 2/3rd of the region's inbound, while the Northern and Eastern Europe account for balance 1/3rd of the region's inbound.

The American region accounts for 1/6th of world tourism arrivals, with North America standing apart accounting for nearly 80% of the region's arrivals and the Caribbean, Central and South Americas accounting for just 20% of the region's share. Caribbean, Central and South Americas have rich tourism attractions. In fact North America is making lot of rest of America's tourism. But rest of America is not making to the North America's inbound arrivals, mainly due to lack of discretionary income.

Table 2: World International Tourist Arrivals (in bound) to different Regions of the World (Fig Mn)

Destination	1990	1995	2000	2004	2005	% share in 2004	% Share in 2005
Europe	**264.8**	**309.3**	**384.1**	**416.4**	**444**	**54.5**	**55.0**
Northern Europe	30.3	39.4	44.6	48.4	51.8	6.3	6.4
Western Europe	108.6	112.2	139.7	138.7	141.1	18.2	17.5
Central/East Europe	32.0	55.0	59.1	78.4	92.3	10.3	11.4
South/Medn. Europe	93.9	102.7	140.8	150.9	158.8	19.8	19.7
Americas	**92.8**	**109.0**	**128.2**	**125.8**	**133.1**	**16.5**	**16.5**
North America	71.7	80.7	91.5	85.8	89.4	11.2	11.1
Caribbean	11.4	14.0	17.1	18.2	19.2	2.4	2.4
Central America	1.9	2.6	4.3	5.8	6.6	0.8	0.8
South America	7.7	11.7	15.2	16.0	18.0	2.1	2.2
World	**441.0**	**538.0**	**681.0**	**763.0**	**808.0**	**100.0**	**100**

Source: World Tourism Organization

In the EU, looking at the main markets for inbound tourism per country, only 9 different countries (7 EU and 2 non-EU namely the United States and Norway) made up the list of the three largest generating markets for each of the EU countries for which data are available. In many cases the main countries of origin are direct neighbours, i.e. Germany as the main inbound market for the Czech Republic, Denmark, the Netherlands, Austria and Poland, or the Netherlands as main market for Belgium, Germany and Luxembourg. Similarly the main market for Slovenia is Italy and for Slovakia the Czech Republic. For Finland, Sweden is the main generating market, and for Sweden it is Norway. German tourists account for the biggest shares in 10countries, with values ranging from 15.8% in Latvia to55.1% in Austria. British tourists are most common in 5 (all of them southern European summer destinations) and Dutch tourists are the most common in their three neighbouring countries Belgium, Germany and Luxembourg. Tourists from the United States are the main inbound market for the United Kingdom, with20.2% of total non-resident nights, while Norway represents the main market for Sweden with 24.5%. In this context the following facts are also interesting to note:

- Only three countries are highly dependent on one main inbound market that accounts for more than 50% of total tourist nights. These are Cyprus (UK tourists account for 55.8% of inbound tourist nights), Austria (German tourists account for 55.1%) and Estonia (Finnish tourists account for 53.0%).
- Only three non-EU countries feature in the list of the main non-resident markets. These are the United States (main market for the United Kingdom, second market for Germany and third market for Italy and Poland), Norway (main market for Sweden and third market for Denmark) and Russia (third inbound market for Cyprus, Latvia and Finland).

3.2 Average Annual Compound Growth (%) in International Tourist Arrivals- Europe and America.

The compound annual growth rates of tourist arrivals to America have been lower than the world figures for all blocks of periods as found in table 3. The compound annual growth rates of tourist arrivals to Europe for all blocks of

periods, except 1950-60, have been lower than the world. This means tourism in rest of world had grown faster than in these two regions.

Table 3: Average annual compound growth (%) International Tourist Arrivals

Years	World	America	Europe	Years	World	America	Europe
1950-2000	6.8	5.8	6.5	1980-1985	2.9	0.9	2.8
1950-1960	10.6	8.4	11.6	1985-1990	6.6	7.3	5.5
1960-1970	9.1	9.7	8.4	1990-1995	4.1	3.3	3.1
1970-1980	5.3	4.0	4.6	1995-2000	4.8	3.3	4.4
1980-1990	4.7	4.1	4.1	2000-2005	3.5	0.8	3.0
1990-2000	4.4	3.3	3.8				

3.3 Regional Market Share in International, Tourism Receipts

Inbound tourism can also be assessed in terms of tourism dollars earned by respective regions. In the recent two years, 2003 and 2004 Europe had earned about $283bn and $ 327bn as against the world's earnings of $ 524bn and $ 623bn, as found in table 4. The share comes to 54 percent and 53 percent in the two years. The earning share is slightly less than arrivals share. During the same period 2003 and 2004 America had earned about $114bn and $ 132bn as against the world's earnings of $ 524bn and $ 623bn. The share comes to 22 percent and 21 percent in the two years. The earning share is substantially more than arrivals share. On comparison it is inferred that American destinations are either costlier than Europe or in America tourist spend more/stay more than they do in Europe.

Table 4: Regional Market Share in International, Tourism Receipts

Regions	2003 bn $	2004 bn $	Per Arrival $ spend level, 2004	Market share %, 2004
Europe	**282.9**	**326.7**	**780**	**52.5**
Northern Europe	41.9	48.9	1,010	7.8
Western Europe	103.1	117.4	850	18.8
Central/Eastern Europe	22.9	27.5	350	4.4
Southern/Medn. Europe.	114.9	132.9	880	21.3
Americas	**114.1**	**131.7**	**1,050**	**21.1**
North America	84.3	98.1	1,140	15.8
Caribbean	17.8	19.2	1,050	3.1
Central America	3.3	3.9	670	0.6
South America	8.7	10.6	660	1.7
World	**524.0**	**623.0**	**820**	**100.0**

3.4 International Tourist Arrivals and Earnings: European Destinations

In the recent two years, 2003 and 2004 Europe had earned about $283bn and $ 327bn as against the world's earnings of $ 524bn and $ 623bn, as found in table 3. The share comes to 54 percent and 53 percent in the two years. The earning share is slightly less than arrivals share. During the same period 2003 and 2004 America had earned about $114bn and $ 132bn as against the world's earnings of $ 524bn and $ 623bn. The share comes to 22 percent and 21 percent in the two years. The earning share is substantially more than arrivals share. On comparison it is inferred that American destinations are either costlier than Europe or in America tourist spend more/stay more than they do in Europe.

3.5 International Tourist Arrivals and Earnings - Europe Region

European Region is the most attractive tourism destination, partially supported by intra-region tourists' patronage. Within Europe, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 5 gives the data for 2003 and 2004. France and Spain are the front runners in both arrivals and earnings. The

third and fourth places go to Italy and UK. Following are Germany, Austria, Turkey and so on.

Table 5: International Tourist Arrivals and Earnings: European Destinations

Destinations	2003 Arrivals 000s	2004 Arrivals 000s	% share 2004	2003 Receipts $ Mn	2004 Receipts $ Mn	% share 2004
Austria	19,078	19,373	4.7	13,954	15,351	4.7
Belgium	6,690	6,710	1.6	8,168	9,185	2.8
Croatia	7,409	7,912	1.9	6,376	7,o74	2.2
Czech Rep	5,076	6,061	1.5	3,556	4,169	1.3
France	75,048	75,121	18.0	36,593	40,842	12.5
Germany	18,392	20,137	4.8	23,106	27,657	8.5
Greece	13,969	–	–	10,741	12,872	3.9
Hungary	–	12,212	2.9	4,046	4,061	1.2
Ireland	6,764	6,982	1.7	3,873	4,279	1.3
Italy	39,604	37,071	8.9	31,245	35,656	10.9
Netherlands	9,181	9,646	2.3	9,160	10,260	3.1
Norway	3,269	3,600	0.9	2,659	3,087	0.9
Poland	13,720	14,290	3.4	4,060	5,828	1.8
Portugal	11,707	11,617	2.8	6,575	7,788	2.4
Russian Fed.	8,521	9,164	2.2	4,501	5,226	1.6
Spain	51,830	53,599	12.9	39,645	45,248	13.9
Sweden	2,952	3,003	0.7	5,297	6,167	1.9
Switzerland	6,530	–	–	9,186	10,413	3.2
Turkey	13,341	16,826	4.0	13,203	15,888	4.9
Ukraine	12,514	15,629	3.8	935	1,141	0.3
UK	24,715	27,755	6.7	22,656	27,299	8.4
Total	396,579	416,362	100	282,913	326,653	100

It is estimated that there were 463 million arrivals by tourists in European countries in 2006, showing growth of 16.5% since 2002, although growth rates

between 2002 and 2006 varied from country to country, from an increase of 56.3% for Turkey, to a 5.8% decline for Italy.

In terms of frontier arrivals, France retains its leading position in Europe with an estimated 77 million arrivals in 2006, well ahead of Spain (at 59 million), Italy (at 37.5 million), the UK (at 30.5 million) and Germany (at 22 million). However, arrivals in Spain continue to rise, whereas the French market appears to have reached saturation point.

Spain is also the top European country by income from visiting tourists, because the country's visitors spend longer in Spain; arrivals in France include a higher proportion of short-stay visitors.

Spain's seaside tourism gives it European leadership on some measures, but the outstanding tourist magnets, or urban `honeypots', remain London and Paris.

London's host of traditional attractions — the British Museum, the Tower of London, Buckingham Palace, Madame Tussauds et al — has been joined in the 2000s by major new ones, including the British Airways London Eye, a giant ferris-wheel attraction, and the Tate Modern art gallery. Generally, the River Thames through London has been opened up for tourism.

Paris also has attractions both old and modern, and the added tourism benefit of hosting Europe's only Disney theme park. With 12.8 million admissions in 2006, Disneyland Resort Paris is by far Europe's major commercial park; the continent's other `national' theme parks include Alton Towers (in the UK), Port Aventura (in Spain), Europa-Park (in Germany) and three Legoland parks.

No other city can match London or Paris for sheer visitor numbers, yet every country has something unique to offer, demonstrated by the following examples: Relics of its Empire and the Vatican; Berlin's rejuvenation since Reunification and the fall of the Wall; Barcelona's outstanding buildings by Gaudí; Venice's precarious construction on a network of canals.

In contrast to other continents, European `attractions tourism' is dominated by attractions that are based in history and cultures going back many centuries. For many visitors, simply wandering around the `old towns' — the well-preserved ancient hearts of many cities and towns across Europe — is

enough of an attraction. Some cities have never been allowed to change significantly, while others have enjoyed regeneration to make them more appealing to tourists.

`Old town'** tourism is just one identifiable type of attractions tourism; others include **`ecclesiastical' (visiting major cathedrals and churches), **`collections'** (museums, art galleries and zoos), **`fortification'** (castles and city walls) and **`stately home'** (country seats, châteaux and royal residences) tourism. Owners range across national, regional and local governments, municipalities (cities), non-profit organisations (including churches, charities and trusts) and private owners. The latter include families (e.g. aristocratic owners of stately homes) and corporate owners, such as theme-park operators. There has been some consolidation of ownership, with a strong British bias. A large number of commercial attractions (e.g. theme parks and water parks) in several countries are now owned by Tussauds Group or Merlin Entertainments (both of UK), Compagnie des Alpes (France) and Parques Reunidos (Spain).

Attractions tourism will continue to grow as long as Europe does not suffer undue turmoil, such as internal military conflicts (which are increasingly unlikely), serious terrorist attacks in cities or environmental disasters.

Among the more normal factors encouraging growth, or change, will be:

- A tendency for major attractions to increase their admission prices, often with a more comprehensive `experience' for the price
- Transport improvements, particularly more low-cost airline routes and railway developments
- Provision of more budget or `no-frills' hotels and hostels in the more expensive cities.

In the long term, the most significant future trend for Europe's tourism will be the broadening out of origin countries. Eastern Europe's integration into the EU has provided a boost and both China and India could provide massive numbers of future `attractions tourists'.

3.6 International Tourist Arrivals and Earnings: Americas Region

Americas Region is the third biggest region, with growth fuelled by its brand image as the world's richest economy, technical sophistications, the most

preferred work place by the English speaking youth of the world, complemented by tourism attractions of world fame. Within the region, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 6 gives the data for 2003 and 2004.

Table 6: International Tourist Arrivals and Earnings: Americas Destinations

Destinations	2003 Arrivals 000s	2004 Arrivals 000s	% share 2004	2003 Receipts $ Mn	2004 Receipts $ Mn	% share 2004
Argentina	2,995	3,353	2.7	2,006	2,563	1.9
Bahamas	1,510	1,561	1.2	1,757	1,884	1.4
Brazil	4,091	4,725	3.8	2,479	3,222	2.4
Canada	17,534	19,150	15.2	10,546	12,843	9.8
Chile	1,614	1,785	1.4	1,091	1,091	0.8
Costa Rica	1,239	1,453	1.2	1,199	1,358	1.0
Cuba	1,847	2,017	1.6	1,846	1,915	1.5
Dominican Rp	3,282	3,450	2.7	3,110	3,180	2.4
Jamaica	1,350	1,415	1.1	1,355	1,437	1.1
Mexico	18,665	20,618	16.4	9,362	10,753	8.2
Peru	1,024	1,203	1.0	940	1,078	0.8
Puerto Rico	3,228	3,541	2.8	2,677	3,024	2.3
United States	41,218	46,077	36.6	64,348	74,481	56.6
Uruguay	1,420	1,756	1.4	345	455	0.3
Americas	**113,093**	**125,757**	**100**	**114,105**	**131,682**	**100**

3.7 Inbound Foreign Tourism Arrivals - Europe and America- (Projections)

Table 7 gives the projected flow of inbound tourists to America and Europe. Out of the world's expected arrivals of 1001 million tourists by 2010 and 1561 million by 2020, Americas are projected to get 190 million and 283

million respectively. Their share falls from projected 19% of world inbound arrivals in 2010 to 18% by 2020..

Out of the world's expected arrivals of 1001 million tourists by 2010 and 1561 million by 2020, Europe is projected to get 527 million and 717 million respectively. Their share falls from projected about 53% of world inbound arrivals in 2010 to about 46% by 2020.

The fall in relative % share is sharp in the case of Europe and less in the case of America. The attributed reasons for the projected fall are:

i. Emergence of Asia as a great Tourism centre

ii. China and India to emerge as tourism attractions

iii. Growth of intra-regional tourism in the Asia, Australia and African regions owing to growing economic development

iv. Flow of western tourists to oriental attractions due to growing FDI flows into the later.

v. Infrastructural facilities in the Asia, Australia and African regions to get uplift.

Table 7: World International Tourist (Projected) Arrivals to America and Europe

Foreign tourist arrivals by Region	Actual arrivals 1995	Forecast Arrivals 2010	Forecast Arrivals 2020	Annual Growth rate 2020/1995	% share 1995	% share 2010	% share 2020
Americas	108.9	190.4	282.3	3.9	19.3	19.0	18.1
Europe	338.4	527.3	717.0	3.0	59.8	52.7	45.9
Total	565.4	1,006.4	1,561.1	4.1	100	100	100

Source: World Tourism Organization

4. OUTBOUND FOREIGN TOURISM

Outbound foreign tourism involves people of a nation visiting other countries. The growth in outbound foreign tourism implies the country has become a developed nation with people's disposable income becoming substantial enough to afford an international vacation and tour.

4.1 Europe and America outbound

European outbound travel has been stimulated in 2003 by the appreciation of the Euro and the widespread availability of low-cost flights, although demand is still constrained in some markets by high unemployment and low consumer confidence. In 2003 there was a double-digit decline in European long-haul travel, with Asia Pacific recording a 25% drop out of Europe as against a 5% decline for North America. Short-haul travel fell by just 1%. Growth markets in Europe, in terms of outbound trips, are currently Austria, the Czech Republic, Hungary, the Netherlands and Norway. A decline in UK demand for France this year has had an impact on UK outbound travel and French demand for the UK also appears to be well down. In line with the continuing search for increased value for money, destinations like Bulgaria and Croatia have attracted the strongest growth this year out of Europe. Meanwhile, traditional Mediterranean sunspots, such as Spain, Portugal, and Italy, have more or less stagnated.

Business travel demand continues to pick up, but low-cost airlines will benefit at the expense of the network carriers as a result of a continuing demand for low fares. Short-haul European outbound travel has fallen by just 1% in 2003. But this average masks fluctuations from one market and destination to another. Business travel was up 5% and this compares well with a 3% decline for holiday travel, with sun and beach and city breaks perhaps surprisingly both down in terms of demand.

The USA is an extremely important source market for many destinations in Europe, not least the UK. Yet its performance over the past few years even well before the events of 11 September 2001 was not dynamic. US outbound declined by 4.8% in terms of trip volume in 2001 and by more than 5% in 2002. The hope now is that the turnaround seen in summer 2003 will be sustained. Performance will vary from one state to another, with the Pacific and Southeast regions of the country expected to lead the recovery. Official data indicate that outbound travel by air from the USA increased by 2% in 2007 with trip volume

to Asia appears to have grown by 4%. While overseas destinations were up more than 3%, the overall average was brought down by stagnation in demand for Mexico and a 3% decline in air travel to Canada.

Although the overall trend is disappointing, albeit not surprising given the weak dollar - some destination regions recorded very good increases. The Middle East was up 14.5% and Africa 11%, for example, while Central and South America both registered growth of 8% and Asia attracted 9% more American arrivals.

Prospects for US outbound travel in 2008 is bleak. The weak outlook for the US economy, coupled with the low US dollar, the housing downturn and the sub-prime crisis in the USA, led a number of participants at the annual World Travel Monitor Forum in Pisa in October 2007 to predict sluggish demand in US outbound travel during 2008. Moreover, all these factors combined increase the risk of a recession in the USA, and this in turn increases the downside risk for outbound tourism demand.

There are also signs that Americans are starting to put more of their disposable income into savings - something they have not done for several years - which tends to suggest that there will be less money available for foreign or even domestic travel.

4.2 Global Outbound - Share of Europe and America

Europe and America are major tourism generators of the world. Their economic affluence is the great reason, besides the peoples' urge to go overseas. Table 7 gives the data for the recent decade and half. Europe has been consistently contributing to world outbound tourism of the order of 57%. But the America's share had been falling from 23% in 1990, to 20% in 1995, to 19% in 2000 and then to 17% in 2004. There is a continuous fall. Table 8 gives the data.

Table 8: Europe and America Out-bound Tourism

Out bound tourists	1990	1995	2000	2001	2002	2003	2004
Europe	252.5	307.2	389.5	390.4	401.6	406.7	431.3
% to world	57	57	57	57	57	58	57
Americas	99.3	108.0	130.7	125.5	121.2	115.4	127.7
% to world	23	20	19	18	17	17	17
World	440.6	538.1	680.6	680.4	700.4	689.7	763.3

Both the regions had been, however generating more outbound, than their inbound tourism's global share. That is their affluence.

4.3 Top Spending Nations on International Tourism

Economic comfort will make people not only going on tours, but also spend more on tours. Table 9 lists the European and American nations that fall in the top 20 high spending nationalities on outbound tourism. 13 nations of the regions concerned have captured as many positions in the world's top 20. That is a great thing, but not a surprise because the regions are economically strong to afford foreign tourism on a mega scale. The German tourists had spent the maximum on outbound foreign tourism, spending about 11.4% of world spend level on foreign tourism, followed by USA spending around 10.5% of global spending on foreign tourism and so on. UK, Japan, France, Italy and China follow the pack in 2004. Of the top 20, 11 countries belonged to the European region and 2 belonged to the Americas. The 11 European countries collectively spent 43.5% of global spending on foreign tourism. This is really a great share.

Table 9: North American and European Countries in the Top 20 Spending nations on international tours

Top 20 tourism spenders (With international Rank)	2002 Bn $	2003 Bn $	2004 Bn $	Market share in 2004	Population (million) 2004	Per head of population, tourism spend level
(1) Germany	52.5	64.7	71.0	11.4	82	861
(2) United	58.7	57.4	65.6	10.5	293	224
(3) UK	41.5	47.9	55.9	9.0	60	928
(5) France	19.5	23.4	28.6	4.6	60	474
(6) Italy	16.8	20.6	20.5	3.3	58	354
(8) Netherlands	12.9	14.6	16.4	2.6	16	1007
(9) Canada	11.7	13.4	16.0	2.6	33	493
(11) Belgium	10.2	12.2	14.0	2.3	10	1356
(13) Spain	7.3	9.1	12.2	2.0	40	302
(14) Austria	9.4	11.8	11.4	1.8	8	1388
(15) Sweden	7.3	8.2	10.1	1.6	9	1126

(18) Switzerland	6.6	7.5	8.8	1.4	7	1181
(19) Norway	5.1	6.7	8.4	1.4	5	1842
World	485	524	623	100	6,373	98

QUESTIONS

1. Present an Account of the European Tourism attractions
2. Give a picture of the American Tourism Market attractions
3. Present the attractions of tourism in Canada and Mexico.
4. Present the Inbound and Outbound tourism in America.
5. Explain the Inbound and Outbound tourism in Europe.
6. Present the Outbound tourism in America and Europe.
7. Explain the Inbound tourism in Europe and America.

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UNIT II - GLOBAL TOURISM MARKETS -II

AFRICAN AND MIDDLE EAST COUNTRIES

Syllabus covered
Global tourism markets -II (African and Middle East Countries): African and Middle East tourism markets – Outbound and inbound tourism – Share in global tourism- Renowned Tourism attractions in the markets.
OBJECTIVES 1. To present an Account of the African Tourism Market attractions 2. To present an Account of the Middle-east Tourism Market attractions 3. To present the Inbound and Outbound tourism in these markets 4. To present the Share in global tourism of these two regions

1. AFRICA

Africa is the world's second-largest and second most-populous continent, after Asia. At about 30,221,532 km² (11,668,545 sq mi) including adjacent islands, it covers 6% of the Earth's total surface area, and 20.4% of the total land area. With more than 900 million people (as of 2005) in 61 territories, it accounts for about 14% of the world's human population. The continent is surrounded by the Mediterranean Sea to the north, the Suez Canal and the Red Sea to the northeast, the Indian Ocean to the southeast, and the Atlantic Ocean to the west. There are 46 countries including Madagascar, and 53 including all the island groups.

Africa, particularly central eastern Africa, is widely regarded within the scientific community to be the origin of humans and the Hominidae tree (great apes), as evidenced by the discovery of the earliest hominids and their possible ancestors, as well as later ones that have been dated to around seven million years ago.

Africa straddles the equator and encompasses numerous climate areas; it is the only continent to stretch from the northern temperate to southern temperate zones.[4] Because of the lack of natural regular precipitation and irrigation as well as glaciers or mountain aquifer systems, there is no natural moderating

effect on the climate except near the coasts. Table 1 gives an account of African countries.

Table 1: An Account of Area and Population of African Countries

Name	Area KM^2	Population in 2002	Density per KM^2	Capital
EASTERN AFRICA				
Burundi	27,830	6,373,002	229.0	Bujumbura
Comoros	2,170	614,382	283.1	Moroni
Djibouti	23,000	472,810	20.6	Djibouti
Eritrea	121,320	4,465,651	36.8	Asmara
Ethiopia	1,127,127	67,673,031	60.0	Addis Ababa
Kenya	582,650	31,138,735	53.4	Nairobi
Madagascar	587,040	16,473,477	28.1	Antananarivo
Malawi	118,480	10,701,824	90.3	Lilongwe
Mauritius	2,040	1,200,206	588.3	Port Louis
Mayotte (France)	374	170,879	456.9	Mamoudzou
Mozambique	801,590	19,607,519	24.5	Maputo
Réunion (France)	2,512	743,981	296.2	Saint-Denis
Rwanda	26,338	7,398,074	280.9	Kigali
Seychelles	455	80,098	176.0	Victoria
Somalia	637,657	7,753,310	12.2	Mogadishu
Tanzania	945,087	37,187,939	39.3	Dodoma
Uganda	236,040	24,699,073	104.6	Kampala
Zambia	752,614	9,959,037	13.2	Lusaka
Zimbabwe	390,580	11,376,676	29.1	Harare
MIDDLE AFRICA				
Angola	1,246,700	10,593,171	8.5	Luanda
Cameroon	475,440	16,184,748	34.0	Yaoundé
Central African	622,984	3,642,739	5.8	Bangui
Chad	1,284,000	8,997,237	7.0	N'Djamena

Congo	342,000	2,958,448	8.7	Brazzaville
Congo	2,345,410	55,225,478	23.5	Kinshasa
Equatorial Guinea	28,051	498,144	17.8	Malabo
Gabon	267,667	1,233,353	4.6	Libreville
São Tomé and	1,001	170,372	170.2	São Tomé
NORTHERN AFRICA				
Algeria	2,381,740	32,277,942	13.6	Algiers
Egypt[44]	1,001,450	70,712,345	70.6	Cairo
Libya	1,759,540	5,368,585	3.1	Tripoli
Morocco	446,550	31,167,783	69.8	Rabat
Sudan	2,505,810	37,090,298	14.8	Khartoum
Tunisia	163,610	9,815,644	60.0	Tunis
Western Sahara[45]	266,000	256,177	1.0	El Aaiún
SOUTHERN AFRICA				
Botswana	600,370	1,591,232	2.7	Gaborone
Lesotho	30,355	2,207,954	72.7	Maseru
Namibia	825,418	1,820,916	2.2	Windhoek
South Africa	1,219,912	43,647,658	35.8	Cape Town
Swaziland	17,363	1,123,605	64.7	Mbabane
WESTERN AFRICA				
Benin	112,620	6,787,625	60.3	Porto-Novo
Burkina Faso	274,200	12,603,185	46.0	Ouagadougou
Cape Verde	4,033	408,760	101.4	Praia
Côte d'Ivoire	322,460	16,804,784	52.1	Abidjan,
Gambia	11,300	1,455,842	128.8	Banjul
Ghana	239,460	20,244,154	84.5	Accra
Guinea	245,857	7,775,065	31.6	Conakry
Guinea-Bissau	36,120	1,345,479	37.3	Bissau
Liberia	111,370	3,288,198	29.5	Monrovia
Mali	1,240,000	11,340,480	9.1	Bamako
Mauritania	1,030,700	2,828,858	2.7	Nouakchott
Niger	1,267,000	10,639,744	8.4	Niamey

Nigeria	923,768	129,934,911	140.7	Abuja
Saint Helena (UK)	410	7,317	17.8	Jamestown
Senegal	196,190	10,589,571	54.0	Dakar
Sierra Leone	71,740	5,614,743	78.3	Freetown
Togo	56,785	5,285,501	93.1	Lomé

1.1 Description of Tourism Attractions in African Countries

Botswana

Botswana's Moremi Wildlife Reserve is famous and lies in the centre of the Okavango Delta, the largest inland delta in the world. Named after the chief of the Batawana tribe who declared the reserve in 1963, it is characterised by seasonal and permanent swamped areas and covers an area of 3000 sq kilometers. The reserve encompasses a wide range of habitats – from wetland, floodplain and reed beds to forest and savannah woodland. The fauna inhabiting the park is abundant and equally diverse, ranging from exotic birds, zebras, buffalo, wildebeest and giraffes to hippos and lions; the only large African mammals not found here are rhino. Boats take visitors to various lagoons, such as Xakanaxa, Gcobega and Gcodikwe, to view game and birdlife. There are many campsites and lodges in the reserve, each with its own viewing possibilities and activities.

Egypt

Hatshepsut's Temple is the mortuary temple of Queen Hatshepsut. Located on the West Bank in Luxor, this spectacular temple was built by the Queen's architect, Senenmut, in honour of the only woman ever to reign over Egypt as Pharaoh. Set against towering cliffs in the Theban Hills, this unique temple attracts tourists every day to see one of the most impressive sites in the Necropolis. The temple, with its many monumental ramps, fine terraces, elegant columns and hieroglyphic paintings, also tells the story of Hatshepsut's journey to the Land of Punt (which is believed to be modern-day Somalia) to bring back treasures such as ebony, ivory, gold, perfumes and myrrh trees.

The Valley of the Kings is a limestone valley situated in the Theban Hills where the mummified bodies of many Egyptian pharaohs were interred. The area marks a period in ancient Egyptian history in which the pharaohs abandoned the

pyramid style and chose instead tombs dug within limestone in order to preserve the mummies for eternity and prevent grave robbing. The tombs, although stripped of many of their contents centuries ago, still display fantastic wall paintings depicting the lives of the pharaohs in ancient Egypt, down to the minutest detail. The most famous tomb is that of Tutankhamun, discovered in pristine condition by Howard Carter in 1922. The many treasures found in the tomb are now exhibited in the Egyptian Antiquities Museum in Cairo. Nearby, the wall paintings in the tombs of the Valley of the Queens and the Valley of the Nobles are equally fascinating. The most famous tomb in the Valley of the Queens is the Tomb of Queen Nefertari, the principal wife of Ramses II, which was only opened to the public in 1995.

Karnak Temple is a vast complex consisting of three main temples, several smaller enclosed temples, and a number of outer temples. The most spectacular of these is the Temple of Amun (Amun's Precinct). This is entered via the Avenue of the Sphinxes that once connected Karnak and Luxor Temples, and led through the ancient city of Thebes, the capital of Egypt during the period of the Middle and New Kingdoms. The whole complex was built over a period of 1300 years and includes several of the finest examples of ancient Egyptian design and architecture. Among them are the Hypostyle Hall, considered one of the world's great architectural achievements with around 130 enormous carved columns covering an area of 6000 sq metres and the Obelisk of Thutmose I, a 22m monument, the only one of four original obelisks that is still standing.

The 107 halls of the Egyptian Antiquities Museum in Cairo were built in 1900 by the French architect Marcel Dourgnon and opened in 1902. The collection itself dates back to 1835, however, when the Service des Antiques de l' Egypte (Egyptian Antiquities Service) was set up to protect government-owned artefacts and put a halt to the raiding of archaeological sites. Today, the museum houses a number of ancient Egypt's greatest artefacts, with by far the most popular being the treasures from Tutankhamun's tomb, which include the boy-king's famous golden facemask, as well as approximately 1700 other objects. The museum exhibits around 120,000 objects in total.

The Pyramids at Giza are among the best-known ancient monuments in the world and the only one of the Seven Wonders of the ancient world still standing. Of the three pyramids, the Pyramid of Chephren, which is sometimes known as the Second Pyramid, is the most famous due to its imposing size, with

its base once covering an area of 216 sq metres. The famous Sphinx stands in front of the Great Pyramid, with the body of a lion joined to the head of a man. There is a Sound and Light show every night at Giza which adds to the atmosphere surrounding these mysterious ancient sights.

One of the most famous ancient Egyptian sites, the two temples of Abu Simbel were carved out of sandstone cliffs high above the River Nile in 1257 BC, under the orders of Pharaoh Ramses II (1304-1237 BC). The most famous of the two features four colossal 20m-high (65ft) statues of Ramses II flanking the entrance, although they are actually dedicated to the sun god Re-Herakhte. The temples, which were rediscovered by the Swiss explorer Burckhardt in 1813, withstood the passage of time until the construction of the Nasser Dam in 1970, which caused the waters of Lake Nasser to rise significantly. With the support of UNESCO, an international appeal was launched and the temples were gradually relocated to a higher elevation over a four-year period between 1964 and 1968.

Kenya

Mount Kenya, which is an extinct volcano sitting on the Equator, is Africa's second highest mountain and stands at a height of 5199m. Opened as the Mount Kenya National Park in 1949, the mountain has been revered by local inhabitants for generations and is the official home of 'Ngai', the Kikuyu tribe's Supreme Being. The snowy peak of the volcano was first sighted by an outsider in 1849 – the missionary Johann Ludwig Krapf – although the idea that there could be snow on the Equator was not believed until the British geographer Halford John Mackinder reached the summit in 1899. The park itself, which covers an area of 600 sq km (232 sq miles), offers exotic mountain scenery, starting with upland forest near the bottom and progressing to mountain forest, bamboo forests and glacier peaks. A wide variety of wildlife inhabits the park, some unique to it, including Sykes and Colobus monkeys, buffalo, elephants, black rhinos, leopards, the elusive Bongo antelopes and giant forest hogs. It is also home to many species of birds such as the giant kingfisher, olive pigeons and red-fronted parrots.

Amboseli National Park is a great attraction and extends across 392 sq kilometres of grassland and swamps at the foot of Mount Kilimanjaro, Africa's highest peak. It was designated a national park in 1948 and, despite suffering floods in 1993 which caused many of the animals to retreat, it remains one of

Africa's best known game spotting locations. Park residents include baboons, lions, cheetah, black rhino, wildebeest, hippos, gazelles and large herds of elephant. As well as game-viewing, hiking and camping, bird-watching and camel safaris are also popular and visitors can learn about the culture and way of life of the indigenous Maasai population through homestead visits and lectures. More adventurous travellers can arrange to climb Mount Kilimanjaro with a local guide.

Maasai Mara National Reserve is the most popular game park in Kenya. Managed by the Maasai tribe, the area is named after this group of people who first migrated to South Kenya from the Nile Valley in the mid-17th century. The Maasai herdsmen are nomadic people who do not believe in the concept of land ownership and choose instead to live in harmony with the wildlife grazing in the area. The reserve, which occupies a 320-square-kilometre (124-square-mile) chunk of the famous Serengeti plains, is inhabited by many of Africa's most popular wild animals, including lions, cheetahs, elephants, leopards, black rhinos and hippos. There are also over 500 resident birds in the park including ostrich, lark, sunbird and 57 species of birds of prey. The area is famous for rolling grassland and for the Mara River, which runs through the reserve from north to south. It is also the place for one of nature's best spectacles – the annual migration from the dry plains of Tanzania of thousands of wildebeest crossing crocodile-infested waters in order to reach more fertile grazing.

Malawi

Lake Malawi National Park created in 1980 as the world's first freshwater national park is a great attraction. It can be found on the southern shore of Lake Malawi, Africa's third largest lake, which stretches for 600km (373 miles) and forms a natural border between Malawi, Tanzania and Mozambique. The park encompasses a wide variety of scenery, ranging from the wooded rocky mountains sloping down to the shores of the lake, to sandy coves and beaches. The lush vegetation is home to a range of wildlife including many species of bird and fish. The clear blue waters of the lake are popular for snorkelling and scuba diving, as well as sailing, kayaking and swimming. Within the park, visitors can stay at lodges to enjoy traditional Malawian hospitality and fresh fish from the lake.

Liwonde National Park is generally regarded as the best game reserve in Malawi due to its un-spoilt environment and prolific game,. It covers 550 sq

kilometres of mopane and savanna woodland on the floodplains of the River Shire and Lake Malombe in the south of the country. Wildlife includes large herds of elephant, hippos, crocodiles, antelope, zebra, warthogs, bushback and sable. In addition, visitors can also see lions and leopards. The river plains are home to many species of bird. Plants and trees found in Liwonde National Park include the baobab, a large native African tree bearing a gourd-like fruit with a delicious pulp. Despite the incredible sigths, the park is still relatively peaceful and un-commercialized.

Mali

Old Djenne is thought to be the oldest known city in Sub-Saharan Africa. It is situated 354 km southwest of Timbuktu on the floodplains of the Bani and Niger rivers. Situated along the ancient trans-Sahara trading routes, by the 16th century Djenne had developed into an important settlement in the region and a centre for Islamic learning. Completed in 1907 to replace an earlier mosque, the famous Djenne Mosque (also known at the Grand Mosque) dominates the old town. Built in the Sudanic style and constructed from sun-baked mud-bricks, each year after the rainy season the entire town turn out to repair the structure at the Spring Festival. Wooden posts that adorn the structure enable workers to scale the walls during the restoration process. A traditional African market is located around the mosque's perimeter. In 1988, Old Djenne and the Grand Mosque were added to the UNESCO list of World Heritage sites.

Morrocco

Founded shortly after the Arabs first entered North Africa in the eighth century AD, Fès is the oldest of Morocco's imperial cities. Its medina, the ancient quarter or the old city, is also the largest medina in Morocco, an enchanting, winding, medieval maze of mosques, food markets and covered bazaars filled with crafts, such as metalwork objects and rugs. The Souk Dabbaghin houses the tanneries where leather has been dyed for hundreds of years. Today, this traditional craft is still practised and visitors can see the huge vats of dye and the coloured leather that is laid out to dry in the sun. The medina is also home to the Al-Qarawiyin Theological University, founded in AD 857, which is the oldest university in the western world. The Medersa Bou Inania was founded in 1350 as a rival to the Al-Qarawiyin University and is a splendid example of Andalusian architecture.

The Hassan Tower, the grandiose minaret of a vast yet incomplete mosque, is Rabat's most famous landmark. Begun in 1195, the minaret was intended to be the largest in the Muslim world, soaring some 86m into the sky. Construction was abandoned, however, upon the death of the sultan, Yacoub al-Mansour, in 1199 and the tower instead rises to just 44m (140ft). Two hundred columns mark out the area where the mosque was to stand. Today, the site also houses the Mosque and Mausoleum of Mohammed V, the grandfather of the present king of Morocco, which is one of the few sacred sites in the country that non-Muslims are allowed to enter Djemaa el Fna is the hub of daily life in Marrakech, and this town square is as much a focus for the local people as it is for the tourists who flock here to find their bearings and watch the daily spectacle unfold. The square leads in to the medina, or old quarter, where the famous souks, or bazaars, can be found. At night, the square comes alive and turns into an open-air stage filled with acrobats, storytellers, snakecharmers and musicians. There are literally hundreds of food stalls to choose from, selling anything from hearty harira soup and couscous to grilled meats and french fries. All this is not merely a show for the tourists either – the entertainers who perform here do so to earn a living, and are carrying on a centuries-old tradition that remains a fundamental part of Marrakech life.

Namibia

Etosha National Park is located 500km north of Namibia's capital city, Windhoek. It is one of the largest game reserves in the world and famous for its many species of wildlife. Until the 1960s, it was the largest game reserve in the world, when its surface area was reduced due to political reasons. Today, Etosha has three restcamps – Okaukejo, Namutoni and Halali. Okaukejo is famous for its floodlit waterholes, which are frequented by elephants, giraffes, black rhino and lions; Namutoni is centred around a historic fort and Halali is situated halfway between the two and is the quietest of the three camps. The park, which has an estimated 300 lions, 2000 giraffes and 1500 elephants, owes its unique landscape to the Etosha Pan, a giant clay salt pan forming a shallow depression which allows amazing views of the game.

Fish River Canyon is the largest canyon in the Southern Hemisphere, second only in the world to the Grand Canyon. The whole gorge measures 160km (99 miles) in length and is 127km (79 miles) wide, whilst its impressive inner canyon is an amazing 550m (1804ft) deep. The gorge which has formed

over hundreds of millions of years, winds through the arrid desert landscape, cutting through the great plateau and surrounded by imposing cliffs and large boulders. The site is the main tourist attraction in the far south of Namibia, popular with hikers who set out on the testing trail through the canyon. At the southern end of the canyon, after a long hike through the desert terrain, weary walkers arrive at Ai-Ais (meaning Burning Water in the local Nama language), a hot water spring which wells from the earth and is believed to cure rheumatism.

South Africa

Like Cape Point, Table Mountain is part of the strip of land forming Cape Peninsula National Park. Table Mountain, however, stands in the middle of Cape Town and defines the downtown area, with the forested ravines of its eastern buttresses flanking the southern suburbs. So named for its flat top, the mountain rises to a height of 1086m (3562ft). Since 1929, a cable car has carried visitors up to the summit, which offers spectacular views of the city and its beaches. The mountain is also home to an indigenous rodent-like creature called the Rock Hyrax or 'dassie', the closest living relative to modern elephants.

Situated 11km (7 miles) north of Cape Town harbour, Robben Island is the island prison where thousands of political prisoners were incarcerated between 1961 and 1991 for campaigning against apartheid. Its most famous resident was Nelson Mandela, who referred to it as a 'harsh, iron-fisted outpost'. Used as a prison as far back as 1525, it has also housed the mentally ill and lepers; its long history as a place of cruelty and isolation has turned it into a worldwide symbol of the triumph of the human spirit over oppression. Since 1996, there has been a National Museum and cultural centre on Robben Island, where visitors can see, among other things, the cell where Nelson Mandela was imprisoned. Some of the tour guides are former political prisoners, able to provide a personal testimony of the terrible conditions suffered by the inmates.

Blyde River Canyon provides some of South Africa's most breathtaking scenery and is the third largest gorge in the world, after the Grand Canyon (USA) and Fish River Canyon (Namibia). The 29,000-hectare (71,662-acre) reserve is home to a rich variety of wildlife including rare birds and lichens. At the heart of the nature reserve is the Blyde Dam, which provides a natural habitat for hippo and crocodile, whilst further afield, in the Lowveld plain at the entrance to the canyon, blue wildebeest, waterbuck and zebra can be seen. Popular activities in the reserve include fishing and hiking to beauty spots such

as God's Window, which offers unparalleled views across the canyon and the Lowveld. The town of Pilgrim's Rest is of particular interest as a former gold-mining town between 1873 and 1972.

Part of the Cape Peninsula National Park, Cape Point is an 8000-hectare (19,770-acre) narrow promontory of land jutting into a stretch of open sea popularly believed to be the meeting point of the Atlantic and Indian oceans. The peninsula, situated 60km (37 miles) southwest of Cape Town, is characterized by towering sea cliffs, the highest in South Africa, which reach a height of 249m (817ft). Criss-crossed by spectacular walks and trails, the area also features whale and penguin watching, tidal pools, over a thousand species of indigenous plants and a variety of mammals, such as baboon and buck. Popular activities around Cape Point also include abseiling, parasailing, horse-riding and surfing.

The main museum is the Anglo-Boer War Museum in Bloemfontein, which displays artwork and artefacts and provides an insight into the horrors of the concentration camps. Talana Museum (website: www.talana.ca.za), is located at Talana Hill, near Dundee, the site of the first battle of the Anglo-Boer War on October 20 1899; it is now an eight-hectare (20-acre) heritage park with a cemetery dedicated to those who fought and lost their lives there, and also features displays on local bush traditions.

At 20,000 sq kilometres Kruger National Park is the largest game reserve in South Africa and boasts the world's highest concentration of species. Created in 1898 to protect the flora and fauna of the South African Lowveld, the park is named after its original proponent, President Paul Kruger. Today, it is home to a wealth of wildlife, including cheetahs, leopards, lions, rhinos, wildebeest, buffalo, elephants, giraffes, antelope and impala. The park is also renowned for its cultural heritage sites, including many native rock art sites. At Thulamela Hill, visitors can see the excavated remains of a late Iron Age settlement, whilst the village of Masorini provides an excellent example of the way of life of the Stone Age hunter-gatherers who inhabited South Africa long before the first white settlers arrived.

Tanzania

Zanzibar is situated about 40km off the coast of Tanzania, and is 97km long and 32km (20 miles) wide. Stone Town is the old city and cultural centre of Zanzibar, which rose to prominence in the 17th century. The town is made up of

narrow streets and winding alleys, bazaars and mosques. It is also home to many grand Arab houses, which were built in the 19th century when Zanzibar was one of the most important trading centres in the Indian Ocean. Key attractions in Stone Town include the Old Dispensary, Livingstone's House, the Peace Memorial Museum, the Palace Museum, the Arab Fort and the House of Wonders (which translates from its local name, Beit el Jaib). Zanzibar itself has many breathtaking beaches and is also famed for the rare Kirk's Red Colobus monkey, which can be found in the Jozani Forest. As well as Zanzibar, Tanzania boasts many smaller islands which are just a short trip from Stone Town, including Prison (Changu Island), Chapwani, Chumbe and Bawe Islands.

Made a game reserve in 1921 and a national park since 1951, Serengeti National Park is the largest park in Tanzania and one of the most famous in the world. Serengeti fittingly means 'endless plain' in the local Maasai tongue and at 14,763 sq km (5700 sq miles), it features a diversity of environments, ranging from savannah and grass plains to woodland and black clay plains. The glory of the Serengeti, however, is its wildlife, and the park is most famous for the annual migration of wildebeest, zebra and Thomson's gazelle. It also teems with lions, elephants and ostriches, and is home to around 500 different species of birds. The Seronera Valley is popular amongst visitors who come to see the resident prides of lions and photograph the many leopards that can be found in the branches of the acacia and sausage trees. The two saline lakes in the park, the Lagaja and the Magadi, are famous for attracting flamingos that feed on the lakes' animal and plant life.

Kilimanjaro National Park is the home of Mount Kilimanjaro's equatorial snow-capped peaks, which form some of the most famous images of Africa. At 5896m (19,340ft), Mount Kilimanjaro, situated in northeast Tanzania, is the highest mountain in Africa and one of the largest free-standing mountains in the world. It is actually an active volcano and possesses the highest walkable summit in the world, Uhuru Peak, one of six glaciers and volcanic peaks at the top. The scenery is varied and visitors climbing to the summit pass through hot savannah, alpine tropics and finally an arctic moonscape and may even spot elephant wandering the higher slopes. A game reserve since 1921, the area was designated a national park in 1973.

Tunisia

The medina, or old quarter, of Tunis was built during the seventh century AD. From the 12th to the 16th centuries, Tunis was considered to be one of the greatest and wealthiest cities of the Islamic world and its medina is testimony to its former grandeur. Today, visitors can step back in time through the maze of narrow, winding streets and barter for souvenirs with the locals; goods on sale include colourful hand-made carpets, hand-crafted jewellery, copper and brassware, pottery and exotic spices. Among the more frequented attractions found within the walls of the medina are: the ninth-century Ez-Zitouna Mosque (Mosque of the Olive Tree), the perfume makers' Souk el Attarine and Tunis's first Ottoman-style mosque, Sidi Yousef, built in the 17th century.

Matmata is one of the most famous villages in Tunisia as it was the setting for the opening scenes of the film 'Star Wars'. The village's lunar-like landscape and subterranean cave dwellings attract hundreds of visitors every day. They come to see the home of the Star Wars characters Uncle Owen and Aunt Beru, which was located in the fictional town of Sidi Driss. The Berber people first dug homes out of the ground over 1000 years ago in order to escape the midday heat. These Troglodyte communities formed craters beneath the earth and constructed tunnels between some of the courtyards to build an underground labyrinth. Today, Hotel Sidi Driss, which was the cantina in Star Wars, still stands, and visitors can spend the night in Berber-style accommodation as part of the whole experience.

The city of Carthage, which is located on the outskirts of Tunisia's capital city, Tunis, was, for many years, the arch-enemy of the ancient Roman empire. Between 264 and 146 BC, the two great cities were embroiled in a series of wars that saw Hannibal's famous attack on Rome, and Rome's subsequent sacking of Carthage in 146 BC. The Romans eventually settled in the conquered city, which went on to become the administrative capital of Roman Africa. Today, it is mainly Roman sites, including theatres, temples, villas and baths, which can be seen by visiting tourists. Many of the sites now stand in ruins, including the Roman Amphitheatre and the thermal Antoine Baths, which were once the largest baths built by the Romans. Visitors can gain a superb view of Carthage by climbing the nearby Byrsa Hill.

Uganda

Bwindi Impenetrable National Park, located in southwestern Uganda, on the edge of the western Rift Valley, covers an area of 331 sq km (128 sq miles) is most attractive. The forest, which was designated a UNESCO World Heritage Site in 1994, is a sanctuary for around half the world's mountain gorillas, including the Mubare and the Habinyanja groups. It is also famed for being the home of the Colobus monkey, various species of chimpanzee, hundreds of species of birds and many other animals, including forest birds, snakes, lizards, chameleons and butterflies. As well as animals, the park is home to huge trees covered in creepers, a bamboo zone and rare plants, including mistletoe and orchids. Trekking permits to see the gorillas are strictly limited and must be booked in advance.

Zambia

Made known to the wider world by the famous British explorer Dr David Livingstone in 1855, the Victoria Falls, which form a natural border between Zimbabwe and Zambia, are one of Africa's best-known natural wonders and one of the world's most impressive waterfalls. The falls, which Livingstone named after Queen Victoria, were known to native Kololo tribes in the 18th century as Mosi-oa-Tunya, meaning 'the smoke that thunders', and the spray that they generate can be seen for miles around. The cascade is formed as the calm, two-kilometre-wide (1.2 miles) Zambezi River spills out of a flat basalt lip and plunges into the gorge below. At their highest, the Victoria Falls drop a distance of 108m (345ft), almost twice as far as the Niagara Falls. As much as 546,000,000 cubic metres (713,725,490 cubic yards) per minute plummet over the edge at the height of the flood season. Viewing the falls from the Zambia side means that visitors can follow a path that goes right up to the falling water. An alternative view can be had from the Boiling Pot, right in the depths of the gorge at the bottom of the falls. The 111-metre-high (364-foot) Victoria Falls Bridge, commissioned by British statesman Cecil Rhodes in 1900 as a railway crossing, is now a popular place for bungee jumping, and can be crossed by foot for excellent views of the falls and the winding blue-green waters of the Zambezi River. It is also possible to see an aerial view of the falls from a Micro-light or fixed-wing plane. The area around the falls is a prime game-viewing location. The best time to view the Victoria Falls is between December-July when the water levels are high.

Zimbabwe

Great Zimbabwe was a large iron-age settlement that existed from the 13th to 15th centuries and lent its name to modern-day Zimbabwe, which derives from a Shona word meaning 'house of stone'. The Great Enclosure, with its 250m (820ft) wide and 11m (36ft) high perimeter wall, is the largest single ancient structure south of the Sahara Desert, while the Hill Complex rises 79m (260ft) above the surrounding area on a steep, granite hill. For many years, the origins of Great Zimbabwe and its inhabitants were the subject of much debate; various claims for it were made by different groups of white colonisers following its discovery in the 1870s, who raided it for its many treasures and gold. However, archaeologists have proved that it is actually an authentic native African site, developed by a long-dead civilisation advanced enough to trade with people as far away as China.

2. MIDDLE EAST

The Middle East is a historical and political region of Afro-Eurasia with no clear boundaries. The term "Middle East" was popularized around 1900 in Britain; it has a loose definition traditionally encompassing countries or regions in Western Asia and parts of North Africa. The corresponding adjective to Middle East is Middle-Eastern and the derived noun is Middle-Easterner.

The history of the Middle East dates back to ancient times, and throughout its history the Middle East has been a major center of world affairs. The Middle East is also the geographic origin of three of the world's great religions - Christianity, Islam, Judaism. The Middle East generally has an arid and hot climate, with several major rivers providing for irrigation to support agriculture in limited areas. Many countries located around the Persian Gulf have large quantities of crude oil. In modern times, the Middle East remains a strategically, economically, politically, culturally, and religiously sensitive region. Table 2 gives an account of the Middle East countries.

Table 2: An Account of area, Population and GDP of Middle East Countries

Name of country	Area KM^2	Population	Density per KM^2	Capital	GDP Bn	GDP Per Capita
Iran	1,648,195	70,049,262	42	Tehran	$610	$8,900
Turkey	783,562	71,158,647	91	Ankara	$708	$9,628
Iraq	437,072	24,001,816	55	Baghdad	$90	$3,600
Kuwait	17,820	3,100,000	119	Kuwait	$136	$55,400
Bahrain	665	656,397	987	Manama	$14	$20,500
Oman	212,460	3,200,000	13	Muscat	$54	$17,000
Qatar	11,437	793,341	69	Doha	$69	$75,400
Saudi	1,960,582	23,513,330	12	Riyadh	$446	$21,200
UAE	82,880	4,496,000	30	Abu Dhabi	$146	$55,200
Yemen	527,970	18,701,257	35	Sanaá	$19	$1,000
Israel	20,770	7,029,529	290	Jerusalem1	$177	$26,200
Jordan	92,300	5,307,470	58	Amman	$28	$5,100
Lebanon	10,452	3,677,780	354	Beirut	$24	$5,700
Syria	185,180	17,155,814	93	Damascus	$72	$5,400
Gaza Strip	360	1,376,289	3,823	Gaza	$0.8	$600
West Bank	5,8602	2,500,0003	4322,3	Ramallah		

Source: Wikipedia, the Free Encyclopedia

2.1Renowned Tourism Attractions Middle East Country-Wise

Bahrain

Bahrain is an archipelago of 33 islands. The country was once named Dilmun by ancient Sumerians, considered an island paradise in which there was no disease, death or suffering, and where gods resided. Although modern Bahrain has not retained such mythical status, many still flock to frolic in its heavenly shoreline, and many still perceive the country as blissful respite from less lenient Islamic countries.

However, Bahrain is still imbued with Islamic tradition. Manama, the capital, is jam-packed with majestic mosques and minarets. Some females dress in western-style clothing but immodesty is still frowned upon. It is a symbolic bridge that connects the archipelago to Saudi Arabia's mainland. Located in the village of Barbar, the most recent of the three Barbar temples was rediscovered by a Danish archaeological team in 1954. A further two temples were discovered on the site with the oldest dating back to 3000BC. The three temples were built atop one another with the second built approximately 500 years later and the third added between 2100BC and 2000BC. It's thought that the temples were constructed to worship the God Enki, the god of wisdom and freshwater, and his wife Nankhur Sak. The temple contains two altars and a natural water spring that is thought to have held spiritual significance for the worshippers. During the excavation of the site many tools, weapons, pottery and small pieces of gold were found which are now on display in the Bahrain National Museum.

IRAN

Iran is located in the Middle East, bounded by Turkmenistan and the Caspian Sea, Afghanistan, Pakistan, the Persian Gulf, the Gulf of Oman, Iraq and Turkey. The centre and east of the country is largely barren desert with mountainous regions in the west. Tehran, the capital, is essentially a busy and modern city, but the best of the old has been preserved.

As one of the first countries to be occupied by the early Islamic armies which came out of Arabia in the seventh century, Iran has a rich and detailed history. The antique sights of Persia, one of the greatest empires of the ancient world, can be witnessed alongside bustling metropolises and vast mountain ranges. Several bazaars are just as old and Iran is the destination for those in search of the most expensive rugs and carpets in the world.

Iraq

This is an where humanity at its most tremendous once lived. The core of modern Iraq was Mesopotamia, at the heart of the Sumerian, Babylonian and Assyrian empires between the seventh century BC and AD100. Many great civilizations were cradled in often verdant arms here - amidst huge and unforgiving desert terrain snakes stupendous rivers such as the Euphrates and Tigris. This country supposedly contained the glorious Garden of Eden and Babylon's bountiful Hanging Gardens.

Ancient Baghdad was a focal point of learning, a major stop along the Silk Road. The museums of Iraq were once testament to these cultural learnings, crammed with astonishing artefacts and relics, but sadly many of these were damaged or looted following the conflict.

Israel

Known by millions around the world as 'the Holy Land', Israel is an exceptional country. The story of this land and its people is truly like nowhere else on earth. The first five books of the Bible itself are about the origins and cosmology of the 'people of Israel', the Jews, from around 2000BC.

Fleeing slavery to conquer and settle in Canaan (broadly the same land as modern Israel), Jewish culture evolved around worship at their Temple in Jerusalem, built around 1000BC. Several attempts by foreign powers to eradicate Israel ended in failure, until in AD135, after some 70 years of war with Jewish rebels, the Romans destroyed Jerusalem, expelled the Jews, and renamed Israel as 'Palestine'.

The subsequent Jewish diaspora continues to the present day. Nineteenth-century pogroms in Eastern Europe sparked the Zionist movement that aimed to re-establish the Jewish nation in Palestine, which had become part of the Ottoman Empire. From 1882 onwards, waves of Jewish immigration began. After WW1, the Ottoman Empire was broken up and the British Mandate took control. In 1947 the League of Nations voted to partition Palestine into Jewish and Arab areas, a plan accepted by the Zionists but rejected by the Arab League.

The Western Wall, known to non-Jews as the Wailing Wall, is a 488-metre (1601-foot) stretch of wall which is all that remains of the Second Temple of Jerusalem. The most sacred Jewish place in the world, it attracts thousands of devout Jews every year who come to pray, and push prayer notes and messages of goodwill into the cracks of the wall. The wall was built more than two thousand years ago under King Herod, and has been under Israeli control since 1967. It is also sacred to Muslims who believe that the wall marks the place where the Prophet Mohammed tied up his winged horse, Al-Burak, before ascending to heaven. It has been divided into two sections of prayer, the left for men and the right for women, and forms part of a larger wall surrounding the Dome of the Rock and Al Aqsa Mosque.

Jordan

Although a small country, the Hashemite Kingdom of Jordan has played a significant role in the struggle for power in the Middle East, partly because of its strategic location at the crossroads of what Christians, Jews and Muslims call the Holy Land.

King Abdullah has instituted a number of measures: a free trade agreement with the USA, the creation of a low tax Special Economic Zone centred in Aqaba, privatization of many government-run businesses and joining the World Trade Organization.

Unlike many of its neighbours Jordan does not have oil and its economy depends largely on services and tourism. Visitors are drawn to Jordan by its historical and cultural attractions. It is possible to visit the remains of cities, old before Christ was born, trek along ancient trails and roads mentioned in the Old Testament and through a landscape that has changed little in the last 2,000 years.

Kuwait

Kuwait constitutes a puzzling but intriguing mix of Western liberalism and strict Islam. The capital, Kuwait City, is a bustling metropolis full of the high-rise buildings and luxury hotels. Yet the country is also host to elaborate and opulent mosques and palaces, and its religion is an integral part of its affairs.

This juxtaposition perhaps stems from Kuwait's marrying of Islamism with oil-wealth, mostly traded with Western superpowers. Upon independence from Britain in 1961, Sheikh Abdullah assumed head of state, adopting the title of Emir. The large revenues from oil production allowed independent Kuwait to build up its economic infrastructure and institute educational and social welfare programs.

Lebanon

Lebanon's diverse patchwork of Mediterranean-lapped coast, rugged alpine peaks and green, fertile valleys is packed into a parcel of land some 225km (140 miles) long and 46km (29 miles) wide.

Once known as the 'Paris of the East', Beirut commands a magnificent position, thrust into the Mediterranean. Behind the city are towering mountains, visible when the traffic haze settles down. The Corniche seafront boasts beaches, restaurants, theatres and a dazzling variety of shops and restaurants.

Beirut suffered greatly from Lebanon's 16-year civil war, but following an impressive and ongoing process of reconstruction, the city was poised to become one of the most popular tourist and business destinations in the Middle East before the Israeli attacks of 2006.

Outside of the capital, several UNESCO World Heritage Sites await, many of which reflect the country's various ancient civilizations. Phoenician tombs, Roman temples, Crusader castles and Mamlouk mosques can be found in the cities and ruins of Baalbeck, Byblos and Tyre. The town of Aanjar in the Bekaa Valley contains an Umayyad site from the 8th century - a unique historical example of a commercial centre that was inland. Within the mountainous interior of the Kadisha Valley, ancient monasteries and churches can be seen, including a chapel built into the rock face.

Palestine

With everything from fertile river plains to scrubby desert, from Mediterranean olive groves to liberal sprinklings of historical sites, Palestine seems to have it all. Sadly, this contested territory is badly damaged and for now the ancient secrets and mysteries of this fascinating place may only be unlocked and enjoyed by its warm inhabitants and a few brave, some might say foolhardy, travellers. As tourism does not survive in hostility, not many venture the territory.

Qatar

Qatar has moved on from being a poor pearl fishing country to become one of the richest Gulf states, thanks to the exploitation of oil and gas fields since the 1940s.

The majority of the country consists of sand dunes and salt flats. The city of Doha combines a rich mixture of traditional Arabic and modern architecture. The Grand Mosque with its many domes and the Abu Bakir al-Siddiq Mosque are particularly interesting. The north contains most of the historic sites, including Umm Salal Mohammed, a relatively large village dominated by the ruins of a 19th-century fort.

Al Khor is the second-largest city, situated around a natural shallow harbour. On the west coast there are fine beaches at Umm Bab ('The Palm Tree Beach'), Dukhan and Salwah near the Saudi border. The south is a region of

sand dunes and beaches, offering opportunities to go pearl hunting, or to practise any of a number of watersports.

Sultanate Of Oman

Mountain villages clutched against canyon walls, clusters of dates weighing heavy in the plantation oases, a ribbon of sand blown across the dunes, a lone camel padding across the limitless interior - these are the kinds of images afforded by the beautiful and enigmatic country of Oman.

In years gone by, Oman was rich with copper and frankincense, and enjoyed an extensive East African empire. Then, in the early 20th century, a deeply conservative ruler, Sultan Said, chose deliberately to isolate the country from the modern world. His son, peace-loving Sultan Qaboos, assumed the throne in 1970 and that date now marks the beginning of the widely celebrated 'Renaissance' in which the country has been returned to an age of prosperity and progression.

What makes Oman's renaissance somewhat unique in the region is that the transformation has been conducted with great sensitivity towards traditional values - there are few high-rise buildings in the capital, Muscat; the country's heritage of forts (numbering over 2,000) are meticulously restored; ancient crafts like weaving are actively supported. Moreover, traditional Arabian values, such as hospitality and practical piety, are still in evidence making Oman somewhere to experience Islamic culture at its best. The beaches have vast riches, including high-rise blow-springs. There are lots of cultivated greens.

Saudi Arabia

Saudi Arabia has many areas of beautiful oases and dramatic mountain-tops, beaches and rivers. Its cities, although having no nightlife, do have plenty of cafes and restaurants. There are also shops galore, from the souk to the huge department store. Indeed, Saudi Arabia's major cities are generally very modern, with amenities of a high standard. And, as long as you respect and abide by the viewpoints and customs of the country, you will find that you are treated cordially.

What has enabled Saudi Arabia to boast such steel-and-glass cities is oil. In 1933, the first explorations began for oil, vast deposits of which were discovered in the eastern part of the country. The oil search also brought the

USA into contact with Saudi Arabia for the first time and they quickly became the country's principal Western ally.

Saudi Arabia is steeped in the most extraordinary history. In the year AD 622, Prophet Muhammad launched a successful campaign to recapture Mecca from the Persians, who had made it a province of their empire. Afterwards, the Muslims would continue their expansion across the Arabian peninsula and into Syria, Mesopotamia (Iraq), Persia, and westwards into Egypt and North Africa.

This underlines one of the most important facts to consider about Saudi Arabia: as the birthplace of Muhammad, it contains the holiest cities of Islam. To the non-Islamic eye, Saudi Arabia also succeeds in being beautiful and praiseworthy, and in the current climate, this complex country will probably be a significant part of the worldwide map of tourism.

Syria

The Syrian Arab Republic revels in its antiquity, having been inhabited for tens of thousands of years - and in the variation and cultural riches that such antiquity has brought it. This is a country that preserves scores of relics documenting the rise and fall of different civilizations, and which continues to welcome such diversity.

Syria was once regarded as a frontier region, bordered to the east by the Arabs and Persians. The Persian invasions were repulsed but Syria eventually fell to the Muslims in the mid-seventh century. From then on, Syria was to be firmly part of the Muslim world, although retaining Christian and Jewish populations. Muslim control of Syria was vital to the defeat of the Christians and their expulsion from Jerusalem. Even when the terrifying force of the 13th century Mongols was unleashed on Syria, their massive Hulagu army was eventually defeated at the Battle of Goliath's Well – a victory that, in retrospect, must be seen as one of the world's most decisive military engagements, preventing both the Muslim world – and the Christian one – from certain doom.

Battles and scrambles over territory have translated into a catalogue of staggering cities full of stunning monuments, from the entire city of Damascus to the country's many mosques. The events have also failed to impair the character of the Syrian people who – surprisingly to some – exude friendliness and warmth, and are justly proud of their land.

Aleppo vies with Syria's capital Damascus for the record of the world's oldest continuously inhabited city. The city's name was first mentioned in texts as far back as the third millennium BC. The Great Mosque, or Ommayad Mosque, was built in AD 715 and is one of the best examples of Islamic architecture in Syria. Other attractions in Aleppo include the Ottoman caravanserais, or inns, where travelling merchants and pilgrims used to stay, the Archaeological Museum and the many 17th-century merchants' houses, a reminder of the city's importance, both past and present, as a commercial centre.

The ancient city of Palmyra was originally known as Tadmor, meaning 'city of dates' and its existence was recorded on stone tablets dating from the 19th century BC. Today visitors can explore the ruins, which include the Temple of Bel and the Valley of the Tombs, where several generations of families were buried over two centuries in layer upon layer of tombs. In the first week of May, the Palmyra Festival is held, featuring camel races, folk dancing, music, traditional costume and handicrafts.

Yemen

Yemen has established itself as a tourist destination, attracting travellers with its striking scenery and spectacular Islamic and pre-Islamic architecture. Yemen boasts hugely varied landscapes, from magnificent mountains to lush fruit-growing valleys to semi-arid plains and wide sandy beaches. The towns and cities hide souks and spice markets, mosques and ancient city walls. The country is home to numerous significant archeological sites, while adventure travelers can enjoy camping and trekking in the unique Socotra archipelago, which counts over 270 endemic species among its enormous range of wildlife and plant-life. To the Romans, Yemen was Arabia Felix, whose mountains and fertile areas distinguished it from the barren desert of the rest of the Arabian peninsula. After the fall of the Roman Empire, Yemen came into the seventh century under the influence of Islam.

UAE

From the timeless tranquility of the desert to the lively bustle of the souk, the United Arab Emirates (UAE) offers a kaleidoscope of attractions for visitors. Dubai embraces a wide variety of scenery in a very small area. In a single day, the tourist can experience everything from rugged mountains and awe-inspiring sand dunes to sandy beaches and lush green parks, from dusty villages and

ancient houses with windtowers to luxurious residential districts and from the colourful souks (markets) to ultra-modern shopping malls.

Indeed, one of Dubai's greatest visitor attractions is its superb shopping. As an open port with low import duties, Dubai's retail prices are reasonable and the variety of products available is virtually unrivalled. Whatever your tastes - be it couture from Paris or Milan, hi-tech electronics from Japan, or a piece of silver Bedouin jewellery - you will find it at the right price in Dubai.

Sometimes called the 'Manhattan of the Middle East', Abu Dhabi City is essentially a modern and sleek city, filled with skyscrapers. The UAEs' capital, located on an island connected to the mainland by two bridges, is often accused of being a rather soulless place, but it does have its attractions: the Petroleum Exhibition and the Heritage Village, the beautiful Corniche (beach), the Al Hisn Fort, the old souk, the Breakwater Island and Sheikh Zayed's palace. The most picturesque place is undeniably the Batin, the oldest part of the town, where the small harbours receive the daily catch brought by the fishing dhows. World's tallest building, highest star hotel, etc are few exemplary things that UAE has to offer to the wanderlust.

This group of small sheikhdoms on the coastline of the Persian Gulf was a backwater of the Islamic civilization that prospered in the Middle East from the seventh century onwards. After attacks on British-owned shipping by pirates operating in the Gulf region, they were brought under British suzerainty in the 19th Century. The sheikhdoms – which became known as the Trucial States – carried on largely unmolested and ignored until the 1950s when the British started to relinquish control as part of its post-imperial retrenchment.

The UAE is a federation of seven states - Abu Dhabi, Dubai, Ajman, Fujairah, Ras al Khaimah, Sharjah and Umm al Qaiwain - formed in 1971 after independence from Britain. Although internal politics are prone to instability, because of the uncertain nature of the federation and boundary disputes, the ruling families in the two main emirates, Dubai and Abu Dhabi, have managed to stabilize the federation. The 14km (8.7 mile) Dubai Creek is a natural seawater inlet that divides the city of Dubai into two parts – Deira Dubai and Bur Dubai – and is the heart of soul of the city. Long established for its ancient sea routes that reached as far as India and the East African coast, the Creek was originally only deep enough to accommodate smaller vessels and goods had to be transferred to traditional Arab sailing dhows at the entrance to the Creek.

Recognizing the Creek's strategic importance to the region, it was deepened in the 1960s and today functions as a vibrant port and vital part of the city. A wildlife sanctuary that's home to over 27,000 birds has been set up at the inland end of the Creek. Reflecting the wealth of one of the fastest growing economies in the world, boutique hotels, golf courses and yachting clubs have sprang up along the Creek's banks.

The archaeological site at Jumeirah is thought to date back to the sixth century AD and was the site of a caravan station along an ancient trade route that linked Iraq to Oman. It's one of the most significant archaeological sites in the United Arab Emirates with sections of walling, a souq and houses – one of which is thought to have been the governor's palace. Other finds, such as pottery, tools and coins, are on display at the Heritage Village in Diera.

3. INBOUND IN AFRICA AND MIDDLE EAST

Inbound tourism to Africa and Middle-east is rising of late. Africa was not much explored, nor it promoted itself. Middle-east now only starts diversifying their economy through tourism. Table 3 gives the data. Both the regions together get about 9% of global inbound tourism. The regions have great potentials; but these remain unexploited. Middle-east had a small beginning compared to Africa in 1990, but by 2004 it had overtaken Africa. The reasons are clearly the infrastructure and economic achievement of middle-east. Rich in oil resources, the Middle-east countries are fast developing, thanks to rising oil prices. Earlier the developed North Africa used to attract more tourists. But, since 1995 the sub-Saharan Africa, comprising the Southern parts of Africa, posts good figures.

Table 3: World International Tourist Arrivals to Middle-east and Africa

Destination	**1990**	**1995**	**2000**	**2004**	**2005**	**% share in 2004**	**% Share in 2005**
Middle East	**10.0**	**14.3**	**25.2**	**35.4**	**38.4**	**4.6**	**4.7**
Africa	**15.2**	**20.4**	**28.2**	**33.2**	**36.7**	**4.4**	**4.5**
North Africa	8.4	7.3	10.2	12.8	13.6	1.7	1.7
Sub-saharan Africa	6.8	13.2	18.0	20.4	23.1	2.7	2.8
World	**441.0**	**538.0**	**681.0**	**763.0**	**808.0**	**100.0**	100

Source: World Tourism Organization

Table 4 gives the projection of inbound tourism to Middle-east and African countries. The combined share of Middle-east and African countries in global tourism is projected to rise to 9.4% in 2020 from only 5.8 % in 1995. By 2010 and by 2020, the African tourism is projected to outpace Middle-east tourism, though in 2005 Middle-east had an edge over the African tourism. The possible reason is that Africa has more tourism attractions, but less projected. With thrust on tourism, the region can overtake middle-east.

Table 4:World International Tourist(Projected)Arrivals to Middle-east and Africa

Foreign tourist arrivals by Region	*Actual arrivals 1995*	*Forecast Arrivals 2010*	*Forecast Arrivals 2020*	*Annual Growth rate 2020/1995*	*% share 1995*	*% share 2020*
Africa	20.2	47.0	77.3	5.5	3.6	5.0
Middle East	12.4	35.9	68.5	7.1	2.2	4.4
World Total	**565.4**	**1,006.4**	**1,561.1**	**4.1**	**100**	**100**

Source: World Tourism Organization

Table 5 gives the multi-period comparison of inbound tourism's compounded annual growth for world, Middle-east and Africa. Except 1950-60, Africa boasted higher growth rate over the World figure. Except 1980-90, Middle-east boasted higher growth rate over the World figure.

Table 5: Average annual compound growth (%)in International Tourist Arrivals to Middle-east and Africa.

Years	World	Africa	Middle East	Years	World	Africa	Middle East
1950-	6.8	8.3	10.2	1980-	2.9	5.7	2.5
1950-	10.6	3.7	12.3	1985-	6.6	9.6	3.5
1960-	9.1	12.4	11.5	1990-	4.1	6.2	7.3
1970-	5.3	11.7	14.9	1995-	4.8	6.6	12.0
1980-	4.7	7.6	3.0	2000-	3.5	5.0	8.9
1990-	4.4	6.4	9.7				

Table 6 gives the market share of Middle-east and Africa in international tourism receipts which is an yet another way of looking at the inbound tourism. The percent share at 3.4% and 2.9% in 2004 for Middle-east and Africa are not

good at all. Even the arrival percentage is more. That means international tourists spend less in these tourism markets. May be they stay for less number of days.

Table 6: Middle-east and Africa Market Share in International Tourism Receipts

Regions	**2003 bn $**	**2004 bn $**	**Per Arrival $ spend level, 2004**	**Market share %, 2004**
Middle East	**16.8**	**21.0**	**590**	**3.4**
Africa	**15.5**	**18.3**	**550**	**2.9**
North Africa	5.0	6.1	480	1.0
Sub-saharan Africa	10.5	12.2	600	2.0
World	**524.0**	**623.0**	**820**	**100.0**

4. OUTBOUND TOURISM FROM AFRICA AND MIDDLE EAST

A region's outbound tourism growth indicates economic growth of the region leading to higher discretionary time and income urging people to undertake tours. Both Middle-east and Africa have modest figures only. From under 5% combined share recorded prior to 2002, the figure now inches above 5% since 2003. Will this trend continue? It should. Now the Middle-east economies are booming. So does the outbound tourism as well.

Table 7: Major Regions Generating Out-bound Tourism

Out bound tourists	**1990**	**1995**	**2000**	**2001**	**2002**	**2003**	**2004**	**% share**
Middle East	8.5	10.4	15.2	16.3	18.3	17.9	22.0	2.9
Africa	9.9	13.0	16.5	16.5	17.6	17.6	18.2	2.4
World	**440.6**	**538.1**	**680.6**	**680.4**	**700.4**	**689.7**	**763.3**	**100**

QUESTIONS

1. Present an Account of the African Tourism attractions
2. Give a picture of the Middle-east Tourism Market attractions
3. Present the Inbound and Outbound tourism in Middle-east.
4. Explain the Inbound and Outbound tourism in Africa.

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UNIT III - GLOBAL TOURISM MARKETS -III

NORTH-EAST & SOUTH-EAST ASIA, SOUTH ASIA & OCEANIA COUNTRIES

Syllabus covered
Global tourism markets -III (North-east and South-east Asia (FAR EAST), South Asia and Oceania Countries): North-east and South-east Asia (FAR EAST), South Asia and Oceania Countries tourism markets – Outbound and inbound tourism – Share in global tourism- Renowned Tourism attractions in the markets.
OBJECTIVES 1. To present an Account of the North-east and South-east Asia (FAR EAST) Tourism Market attractions 2. To present an Account of the South Asian Tourism Market attractions 3. To present an Account of the Oceania Tourism Market attractions 4. To present the Inbound and Outbound tourism in these markets 5. To present the Share in global tourism of these regions

1. NORTH-EAST AND SOUTH-EAST ASIA (FAR EAST) COUNTRIES

South East and North East Asian countries are otherwise called as Far East countries.

South East Asia is a sub-region of Asia, consisting of the countries that are geographically south of China, east of India and north of Australia. South East Asian countries include Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar (Burma), Philippines, Singapore, Thailand, Timor and Vietnam. Southeast Asia consists of two geographic regions: the Asian mainland, and island arcs and archipelagoes to the east and southeast. The mainland section consists of Cambodia, Laos, Myanmar, Thailand and Vietnam; the population of which are primarily Tai peoples and Austroasiatic peoples; the dominant religion is Buddhism, followed by Islam, Hinduism and Christianity. The maritime section consists of Brunei, East Timor, Indonesia, Malaysia, the Philippines and

Singapore. Austronesian peoples predominate in this region; the dominant religion is Islam, followed by Christianity.

North East Asian countries include Japan, China, Hong Kong (China), Macau (China), Taiwan(China), Mongolia, North Korea, South Korea and Russia (the Asian part). The countries of North-East Asia have a total population of 1.5 billion, and an average per capita income of $4,000 (ranging from $780 in China, through $8,490 in South Korea, to $32,230 in Japan in 2006).The economic crisis of 1997/98 has led South Korea to launch a process of economic and structural reform. There have also been positive developments in the relationship between North and South Korea as a result of the sunshine policy initiated by President Kim Dae Jung. China has seen significant economic. Economically, North-East Asia accounts for 20.2% of world GNP, and for 17.4% of the EU's external trade. Japan alone accounts for 14.0% of world GNP, and 6.6% of EU external trade (while China accounts for 3.4% of world GNP, and 4.8% of EU external trade). Recently there has been greater interest in the creation of regional free trade areas.

Table 1 gives an account of area, population and density thereof for the South East and North East Asian countries.

Table 1: An Account of Area, Population and Population Density of South East and North East Asian countries

Name of Country	**Area(km^2)**	**Population (1 July 2002)**	
		Number	**Density(per**
South East Asia – One part of Far East			
Brunei	5,770	350,898	60.8
Cambodia	181,040	12,775,324	70.6
Indonesia [1]	1,419,588	227,026,560	159.9
Laos	236,800	5,777,180	24.4
Malaysia	329,750	22,662,365	68.7
Myanmar (Burma)	678,500	42,238,224	62.3
Philippines	300,000	84,525,639	281.8
Singapore	704	4,483,900	6,369.0
Thailand	514,000	62,354,402	121.3
Timor[1]	15,007	952,618	63.5

Vietnam	332,885	81,098,416	246.1
North East Asia – Second Part of Far East			
Japan	377,835	126,974,628	336.1
China	9,584,492	1,384,303,705	134.0
Hong Kong	1,092	7,303,334	6,688.0
Macau (China)	25	461,833	18,473.3
Taiwan(China)	35,980	22,548,009	626.7
Mongolia	1,565,000	2,694,432	1.7
North Korea	120,540	22,224,195	184.4
South Korea	98,480	48,324,000	490.7
Russia[1]	13,115,200	39,129,729	3.0

1. Transcontinental – Indonesia & Timor Can be considered as part of Oceania and Russia as part of Europe.
2. Source: Wikipedia.

South East and North East Asian countries together make up the East Asia, geographically covering about 12,000,000 km², or about 28 percent of the Asian continent, about 15 percent bigger than the area of Europe. More than 1.5 billion people, about 40 percent of the population of Asia or a quarter of all the people in the world, live in geographic East Asia. Historically, many societies in East Asia have been part of the Chinese cultural sphere, and East Asian languages/scrips are often derived from Classical Chinese and Chinese script.

1.1 Tourism Attractions in South-East Asia

Selected Tourism attractions in South-East Asia are described here.

i. Singapore

Tourism in Singapore is a major industry and attracts millions of tourists each year. A lot of its cultural attraction can be attributed to its cultural diversity that reflects its colonial history and Chinese, Malay, Indian and Arab ethnicities. It is also environmentally friendly, and maintains natural and heritage conservation programs.

The Orchard Road district, which is dominated by multi-storey shopping centres and hotels, can be considered the centre of tourism in Singapore. Other

popular tourist attractions include the Singapore Zoo and its Night Safari, which allows people to explore Asian, African and American habitats at night without any visible barriers between guests and the wild animals. Jurong Bird Park is another zoological garden centred around birds, which is dedicated towards exposing the public to as much species and varieties of birds from around the world as possible, including a flock of one thousand flamingos. The tourist island of Sentosa, consists of about 20-30 landmarks, such as Fort Siloso, which was built as a fortress to defend against the Japanese during World War II. Recently, the island has built the Carlsberg Sky Tower, which allows visitors to view the whole of Sentosa, as well as the Sentosa Luge.

In addition, Singapore periodically hosts a round of sporting, corporate and business events, all pulling lot of tourists.

ii. Malaysia

Malaysia is one of the most popular tourist destinations of Asia. A country that offers tremendous hospitality to tourists, wealthy Malaysia is full of exotic hotels and resorts. A look at the landscape of her cities gives clear evidence of the rapid economic progress that the country has made over a short period of time. The majority of the population is Muslim, but it is a pluralistic society with a fusion of Malay, Chinese, Indian and indigenous cultures and customs.

Capital Kuala Lumpur, Cameron Highlands Hill Station and Langkawi are some of the country's most visited places. Malaysia also has some of Asia's best beaches, mountains and national parks. The Kuala Lumpur city brings together Malaysia's past and present, its many constituent cultures, and even its remarkable natural treasures, allowing first-time visitors an invaluable opportunity to see Malaysia as a whole before setting off to explore its parts. The botanical and bird parks of the Lake Gardens provide a glimpse of the unspoiled beauty and variety of Malaysia's plants and animals. The vibrant Central Market, the National Museum, music, crafts, and cultural practices from Kelantan to Sarawak can be explored and experienced in the city.

Penang is unique in Malaysia because it is one destination that offers everything from beaches to historical sites, to diverse culture, to shopping and so on.

iii. Thailand

The Kingdom of Thailand pulls tourists from all accross the globe because of its irresistible combination of enticing natural beauty, splendid temples, recognized hospitality, delicious cuisine and remains of fabulous ancient kingdoms.

The country offers a lot to the visitors from the stupa-studded mountains of Mae Hong Son and the amazing limestone islands of the Andaman Sea, to the mind blowing dance clubs of Bangkok and the serene villages moored along the Mekong River.

Thailand, despite the advent of the foreign culture but the never-changing character of Thai culture has remained prevalent, even in modern city life. The county can be described as a fun-loving place with carefree people.

Bangkok (capital city) rules the country's urban hierarchy as well as it is the political, commercial and cultural centre of the country. It is one of the most interesting travel destination for the whole Southeast Asian region and also the other parts of the world. Bangkok is also a very safe city and has one of the lowest crime rates in the world. In this 'City of Angels', one discoveres that walking, instead of taking a taxi or bus, is often the quickest option.

Phuket is Thailand's largest, most populous and most visited island. This is a colourful place with cosmopolitanism and thrives solely on tourism. The island owns some interesting markets, temples, examples of Sino-Portuguese architecture and nature reserves.

Ayuthaya Historical Park is Located along the encircling rivers; it is Unesco World Heritage Site, the temples of which are spread throughout this once lively city. Several of the historic ruins can be visited on foot.

With over 300 temples and an old-world aura, Chiang Mai has a spectacular mountain background. With a plethora of temples, soothing gardens, great night bazaar, striking museums, the city is a great place to spend the leisure hours.

Ko Samui enigmatic island off southeastern Thailand is full of coconut plantations and encompassed by palm-fringed beaches. Nakhon Pathom located west of Bangkok, is considered to be the oldest city in Thailand.

iv. Brunei Darussalam

Brunei Darussalam is a holiday destination. The country offers a wide variety of attractive places to be visited and experienced. The rainforest and National Parks are rich in flora and fauna. Its most magnificent mosques, water village (traditional and historic houses on stilts), rich culture and Jerudong Theme Park are among the uniqueness of Brunei Darussalam.

Bandar Seri Begawan is the centre of Brunei's commerce, finance and government. In many ways, it is also the heart of Brunei's cultural landscape, housing some of the nation's most revered landmarks. The city's breathtaking Sultan Omar Ali Saifuddien Mosque is a stunning tribute to the nation's deep-rooted faith, while the truly Bruneian Kampong Ayer water village offers a glimpse of the nation's quaint Asian charm. Beneath Bandar Seri Begawan's lavish adornments, gold towers, sparkling fountains and colourful mosaic tiles, lies a city steeped in quiet respect, grounded in Islamic tradition, and exuding a sense of peace that makes it one of Asia's most distinctive capital cities.

Tutong is abundant in natural beauty, from the white sands and rocky outcroppings of Pantai Seri Kenangan beach all the way inland to the scenic and somewhat mysterious feel of Tasek Merimbun, a serpentine lake surrounded by swamps and 15th century burial grounds. But the true draw of Tutong is its people showcasing the five ethnic Bornean groups that make up the district's diverse population.

v. Cambodia

Cambodia is located in the heart mainland of Southeast Asia. Cambodia conjures images of a glorious and mysterious past and rich of the cultural heritages, particularly the world's renowned ancient temple city whose magical image draws ever-increasingly tourists from all over the world.

The capital of the Kingdom of Cambodia, Phnom Penh, is located at the confluence of three rivers - the Mekong, the Bassac and Tonle Sap. A stone's throw away from the Tonle Sap is the royal Palace built on the site of the Banteay Kev, a citadel built in 1813. The Palace grounds contain several buildings: the Throne Room of Prasat Tevea Vinichhay which is used for the coronation of kings, official receptions and traditional ceremonies; the Chan

Chhaya Pavilion which is a venue for dance performances; the king's official residence called the Khemarin; the Napoleon Pavilion and the spectacular Silver Pagoda. This pagoda is worth exploring. It owes its name to the 5,000 silver tiles weighing 1kg each which cover the entire floor.

The emerald Buddha sits on a pedestal high atop the dias. In front of the dias stands a life-size Buddha made of solid gold and weighs 75kg. It is decked with precious gems including diamonds, the largest of which is 25 carats. Also on display at the sides are the coronation apparel and numerous miniature Buddha in gold and silver.

Angkor Wat, Bayon, Taprohm, Sandstone of ancient holy places are great attractions. Also, the giant roots of ancient trees, the graceful shapes of Apsaras and some temples buried in the jungle, hill tribes settled in the remote areas, colorful pagodas, strings of pristine islands and the century beach are part of cultural tour that Cambodia is proud of her presentation.

For most, Cambodia first conjures up the legendary Angkor (the magnificent Empire erected by Kings between the 9th and 13th centuries) that continues to admiration from all alike. The temples remain with an enigmatic grandeur, as a testimony to the Empire that symbolized the country at the present day. Every year, the reversal of the Mekong River is celebrated with the country's most spectacular Water Festival in November.

vi. INDONESIA

The largest archipelago in the world, Indonesia consists of five main island; Java, Sumatra Kalimantan, Sulawesi and Irian Jaya and about 30 small archipelagoes, a total of more than 17,508 islands.

Borobudur Temple built in the eighth century is one of the world's most famous temples; it stands majestically on a hill overlooking lush green fields and distant hills. Bali constitutes a museum of the Hindu culture in Indonesia.

Tm. Mini is the 120-hectare open-air cultural/amusement park, 12 kilometres south of Jakarta. It is a window on the cultural and environmental complexity of Indonesia. Pavilions built in traditional style exhibit artifacts, customs and lifestyles of the peoples of each of Indonesia's provinces. In fact, Indonesians will proudly tell that there will be no need to see the rest of Indonesia if one visits the park, which they compare to Disneyland. Constructed

after a 1971 visit to Disneyland by Madame Suharto, the sprawling complex is an instant introduction to Indonesia.

Volcanoes abounded in Indonesia. These are great attractions today. Krakatau Volcano erupted in 1883, one of the most catastrophic natural events in recorded history. The volcanic dust in the atmosphere circled the earth for three years, creating sensational sunsets.. It is possible for boats to land on the Eastern Shore of this young volcano, and depending on recent activity, one can climb to the rim of the caldera. A boat trip to Anak Krakatau is worth the adventure. Mt. Tangkuban Perahu is Bandung's most famous tourist volcano just 28 km north of the city. This volcano offers many places to see and explore. Whether you look into the huge crater or hike down into it, stroll through the forest on its slopes, or simply enjoy the splendid panoramic view, Mt. Tangkuban Perahu is an interesting destination that everyone in the Bandung area is fond of visiting. Mount Bromo is a convenient stop for travellers between Bali and Surabaya, and the most popular of all of East Java's travel destinations.

Lake Toba is the centrepiece of North Sumatra. Lake Toba offers beautiful scenery and a pleasant climate. Lake Toba is the largest lake in South East Asia measuring 100km in length; it is also one of the deepest and highest lakes in the world. The lake was formed after a prehistoric volcanic explosion; today the surrounding landscape is steep and fertile.

vii. Laos

Laos has been known since ancient times as Lan Xang, or Land of the Million Elephants, and offers visitors a glimpse of old Indochina. It is less developed than its Chinese, Thai and Vietnamese neighbors. Laos offers natural beauty and shy hospitality combined with a mix of original Buddhist culture and French influences. It also shares its borders with Burma and Cambodia. A mountainous, landlocked country, situated at the heart of South East Asia, Laos' lifeline is the Mekong River that flows the length of the country, providing water for agricultural lands and a major means of transport. Vientiane, the unassuming capital, is situated on its banks, and the city provides a comfortable introduction to the charms of the country. Laos's most enticing destination is the town of Luang Prabang, the former royal kingdom, with a legacy of splendid golden temples and whitewashed houses. The Royal Stupa in Vientiane is a symbol of Buddhism and Lao rule and is Laos' most important religious building. The dazzling golden temple and its spire are visible from afar and locals claim that if

you have not visited That Luang, you have not visited Laos. Buddha Park is a bizarre collection of Buddhist and Hindu statues scattered around a riverside meadow, dominated by a gigantic reclining Buddha. Hundreds of huge concrete structures that combine Buddhist and Hindu philosophies are spread around representing a variety of deity forms.

The former Royal Palace, a mixture of French and Lao architecture, is now a museum preserving the possessions of the monarchy. The most impressive room is the Throne Hall, a dazzling interior of mosaics and mirrors, with displays of royal regalia including glittering swords and the king's own elephant saddle. A golden Buddha image in the palace considered most sacred image in the country is believed to have been crafted in the heavens, and containing miraculous powers of protection over the country.

The most enchanting monastery in the country is the magnificent Golden City Temple at the tip of the peninsula. The mysterious Plain of Jars in the Xiang Khouang province is an unusual sight. Hundreds of huge solid stone jars lie scattered about the landscape, some weighing up to six tons and about 6ft (2m) in length. They are believed to be over 2,000 years of age, although their origin or function is unknown. Numerous theories and legends have been fashioned.

viii. Philippines

The Philippines is a group of 7,000 islands in Southeast Asia. The country offers just as many wonders and shopping delights. The country is described as the land in Asia where everyone wears a smile. Warmth and kindness are in every Filipino's blood. The Filipinos love to party, as hundreds of fiestas take place every year. Friday nights the locals lull by the beaches and have outdoor beach parties that last all through the night. Island hoppers will love the paradise feel of the beaches. White sand for miles on end, crystal clear waters just teasing you for a swim, colorful fish wading through the water, bright sea shells lining the ocean—all this offers an irresistible romance with the Philippines.

The Chocolate Hills numbering over 1,200 in Bohol are magnificent to see—completely uniform in size and shape. They stand about 30-50 meters high, covered in grass, but at the end of the dry season, turn chocolate color. You can climb 214 steps to an observation hill near the complex to view the immensity in the number of hills.

Casa Manila, a fantastic make-believe flashback, is a re-creation of a 19th-century Spanish patrician's three-story domicile. It stops short of nothing to make you feel as if you were living there during this period of time. One of the main tourist attractions in Manila, the tourists love it because of its Asian inspired look and old-time feel.

Coconut Palace is a remarkable architectural feature was built for Pope John Paul's visit in 1981. This house is 70% constructed from parts of the coconut tree. This structure is a phenomenon and unbelievable in size facing the beautiful Manila bay. It contains seven suites and is named and decorated after a different region in the country.

Cebu Philippines is the oldest city in the country. Cebu is nothing short of paradise. The many casinos will delight the gamblers as the numerous shopping malls will delight the shoppers. Magellan's Cross and the Basilica Minore del Santo Nina, the country's oldest religious relic, are nearby. Colon Street located in the downtown area of Cebu boasts malls, movie houses, restaurants, and businesses.

ix. Vietnam

Vietnam was well known for its" Tower of Hanoi" associated with Vietnam's war for independence [1945-1975], the celebration for which President Bill Clinton visited Vietnam in November 2000.

Vietnam's past is full of heroic struggles and outstanding victories. There are unparalleled opportunities for cultural exploration. Vietnam counts no less than 54 ethnic groups within its borders. Many of them live in remote areas and follow their own language and cultural identity, thus contributing to a harmonious blend of independent ethnicities.

Vietnam has 3 World Heritage Sites namely, the Imperial City of Hue; Hoi, an ancient town trade center; and My Son holy land. Other cultural attractions include the capital city of Hanoi, dubbed the "Pearl of the Far East", Ho Chi Minh City, the town of Sapa, the village of Mai Chau, and many others.

Vietnam's magnetism also comes from its landscape, offering a breathtaking 3260 kilometers of coastline. Shoreline is flanked by stretches of virgin, white sand beaches and islands. Vietnam's topography is blessed by unspoiled mountains and forests, hundreds of beautiful lakes, pristine rivers,

waterfalls, and scores of unforgettable caves. Most famous amongst the natural resources is World Heritage designated site, Ha Long Bay, with thousands of islands and limestone rocks of different sizes and shapes.

1.2 Tourism Attractions in North-East Asia

Selected Tourism attractions in North-East Asia are described here.

i. China

China is overfull of tourism attractions. Few of the notable ones are described here briefly.

The Terracotta Army is an enormous collection of Chinese warriors made out of hardened clay, 40km east of the town of Xian. The army, which is set out in rigid columns, was created in the second century BC by the emperor Shih Huang-Ti, the first emperor of a unified China, and was entombed with him upon his death. It was discovered in 1974 during an attempt to dig a well, and since then three separate chambers have revealed over 10,000 figures. The clay figures are all individual, and are made to represent actual members of the imperial army, including both soldiers and officers. Some are armed with real weapons, standing in battle formation next to real wooden chariots. The collection also includes clay horses and is often referred to as 'the eighth wonder of the world'.

The Potala Palace is the largest monumental structure in Tibet, covering 41 hectares. It stands high above the Lhasa Valley and was built in the seventh century AD as a retreat for the local lord, Songtsen Gampo, and his bride Princess Wen Cheng. Thirteen storeys high and perched on a huge cliff face, it is the world's highest palace. The palace complex is made up of two sections, the Red Palace and the White Palace, which together consist of 1000 rooms. The palace is the headquarters of the Dalai Lama and is a treasure house of traditional Tibetan culture.

One of the only man-made structures visible from space is the Great Wall of China which stretches for some 6700km through northern China. It is the greatest symbol of the country's history and grandeur. Begun in the third century BC, the Great Wall connected a number of earlier walls to create a defence against nomads invading from the north. Although the wall ultimately failed in this regard, it was effective in bringing stability and continuity to Chinese

culture. Much of the wall that exists today was rebuilt between the 14th and 18th centuries by the Ming dynasty. Many tourists choose to walk along a stretch of the wall, as it passes through some of China's most spectacular scenery.

Beijing Zoo is the oldest zoo in Asia Pacific and home of the world-famous the giant pandas. Located in the northwest area of the city, it is home to more than 7000 animals, including golden monkeys from Sichuan, yaks from Tibet, sea turtles from the Chinese sea, Manchurian tigers and snow leopards. The zoo is also famous for being the home of zoological research and for housing many rare birds and animals. During the Qing Dynasty (1644-early 20th century), the zoo was a private garden, but later became an experimental farm. It was first opened to the public in 1908, but was destroyed during the Japanese occupation of Beijing (1937-1945), only to reopen in 1950.

The Three Gorges of the Yangtze River are a system of breathtaking gorges on China's longest river, which is also the third longest river in the world (after the Amazon and the Nile), stretching for 6300km. The Qutang Gorge is best known for its steep precipices that form an enormous gateway over the river. The Wu Gorge is home to the famous 12 peaks of the Wushan Mountains. And the Xiling Gorge is known for its hidden reefs, perilous cliffs and tumbling rapids.

Forbidden City, built in the early 15th century during the Ming dynasty, the 74-hectare (183-acre) served as the home for 24 of China's Ming and Qing emperors. The palace is filled with paintings, pottery and bronzes. Among the Forbidden City's more notable landmarks are the Meridian Gate, the Hall of Supreme Harmony and the Imperial Garden.

Considered to be one of the finest classical gardens in China, the Summer Palace was first built in 1153 and served as a retreat for the royal court to escape the heat in the city. The imperial residences are built on the shores of Kunming Lake, which contains small islands, ornamental bridges and a marble boat that was once a teahouse. The palace was rebuilt in 1888 by the Empress Dowager Ci Xi. Covering an area of 290 hectares, the gardens consist of a large lake with halls, towers, galleries, pavilions and bridges dotting the surrounding hilly land.

ii. Hong Kong

Victoria Peak at 552m above sea level, is the most conspicuous landmark in Hong Kong. The Peak was rarely visited until 1888, the year the Peak

Tramway opened, and its popularity has risen steadily since. Today, it is home to Hong Kong's wealthiest executives and bankers who favour the rarefied, natural surroundings. The view from the top is breathtaking even offering views of Macau and mainland China on a clear day. There are many restaurants and attractions, including a Madame Tussaud's Wax Museum in the Peak Galleria at the summit. Walking trails allow visitors to explore The Peak's natural beauty, including flora and fauna like the forests of bamboo and fern, stunted Chinese pines and sightings of birds, such as magpies, goshawks and kites.

Visually stunning Hong Kong offers a warp-speed 'shop till you drop' lifestyle combined with enclaves of tradition. It is a popular tourist destination and one of the world's major business centres. Hong Kong's 260 outlying islands, few of which are inhabited, provide a tranquil alternative to its frenetic energy elsewhere. Hong Kong Island is an eclectic mix of modern skyscrapers, colonial buildings and traditional temples.

Hong Kong was part of China before coming under British administration as a result of the 19th-century Opium Wars. On 1 July 1997, Hong Kong returned to China and became a Special Administrative Region of China. Under the 'one country, two systems' policy, Hong Kong maintains its own political, social and economic systems. English remains an official language and Hong Kong's border with China still exists.

iii. Macau

Macau's historic centre was added to the UNESCO World Cultural Heritage Site list in 2005, underlining its strategic and cultural importance over centuries. The mixture of colonial Portuguese architecture sits beautifully alongside its East-Asian flair.

Parts of Macau offer serenely traditional countryside, ancestral Chinese villages and pine-forested hills. Much of 'old' Macau is preserved on its islands, including fishing boat building yards, colonial mansions, Chinese temples and floating fisherfolk communities. Macau also entices visitors with its glitzy casinos and motor races, making for a fascinatingly unique destination.

In 1999, Macau, like Hong Kong, became a 'Special Administrative Region' within China, operating under a 'one country, two systems' policy, maintaining its own political, social and economic systems.

iv. Japan

Tokyo dazzles with bright lights and high-tech gadgetry while the cherry blossoms in Kyoto's Maruyama Park are symbols of peace and beauty, as they have been for over 1,000 years. The contrasts of Japan are startling.

Since 1950, Japan has seen exceptional economic growth, becoming one of the world's most powerful economies. Bustling cities burst with skyscrapers, bullet trains and trendy nightlife. The brief economic dip in the 1990s is starting to recede into the distance, as rampant consumerism again picks up pace.

Japan is still a land of great natural beauty, from the snow festivals and lavender farms of the northern isle of Hokkaido to the sun-drenched beaches of the subtropical south. Whether you choose to climb Mount Fuji or relax at volcanic hot spring resorts, Japan is unforgettable.

Sanjusangen-do Temple re-built in 1266 is officially called Rengeo-in Temple. Originally built by Taira no Kiyomori for the emperor Go-Shirakawa, the temple is today a national treasure. It is best known for its wooden image of the Thousand-Armed Kannon (the Buddhist Goddess of Mercy), a masterpiece of the Kamakura period, which stands surrounded by 1000 smaller statues of the same goddess. The hondo (main building) is split into 33 sanjusan (bays) that exist between its many pillars to symbolize the 33 incarnations of Kannon, hence the name Sanjusangen-do Temple, which literally means '33 bay hall'.

Founded in AD 628, Tokyo's most revered temple, the **Senso-ji Temple**, was to enshrine a gold statuette of the Kannon Bodhisattva (the Goddess of Mercy). A huge incense burner at the front of the temple is said to have healing powers. The Kaminarimon (Thunder Gate) is one of Tokyo's most recognised sites and is famous for its enormous red paper lantern and guardian statues. There are also many Shinto shrines within the temple's grounds.

Volcanic cone, one of the most famous volcanoes in the world and the highest peak in Japan is 3776m high. Of extreme historical and religious importance to the Japanese, Mount Fuji is also one of the nation's most significant emblems. Although it has erupted 16 times since AD 781, the mountain is safe and popular for climbing, and has not erupted since 1707 when it last covered the streets of Tokyo in volcanic lava. The Fuji Five Lakes located on the northern side of the mountain were created by volcanic eruptions and are fantastic sites from which to see excellent views of Mount Fuji itself.

Tokyo's Meiji Shrine is one of the holiest and most visited temples in the country. This Shinto shrine is dedicated to the Emperor Meiji, who was credited with opening Japan up to the outside world, and to his wife Empress Shoken. Built in 1920 following their deaths in 1912 and 1914 respectively, the original shrine burnt down during World War II, only to be rebuilt by 1958. Today, as well as the Naihaiden (Inner Shrine), which is home to the main shrine, visitors can also see the Gehaiden (Outer Shrine), which was completed in 1926. Other highlights are the Homotsuden (Treasure Museum), which was built in 1921 and houses photos and personal belongings of the emperor and empress.

Nijo Castle was built in 1603 by Tokugawa Ieyasu, one of Japan's most powerful shoguns and founder of the Tokugawa Shogunate. The shoguns ruled Japan for a total of 700 years between the 13th and 19th centuries, with Tokugawa Ieyasu founding his dynasty in 1600. Built as a symbol of his power, the castle is filled with many fine works of art, including beautiful paintings of trees and animals by some of Japan's most famous artists of the period. The castle, set in stunning gardens in the old capital of Japan, Kyoto, was built almost entirely of Hinoki wood (Japanese Cypress).

Hiroshima in Western Honshu is known around the world as the city which was destroyed by the world's first atomic bomb on August 6, 1945. Every year, millions of visitors come to the city to pay their respects in the Hiroshima Peace Memorial Park and the Peace Memorial Museum. The park, which was reconstructed in 1949, is home to many famous monuments and buildings, including the Children's Peace Monument and the A-Bomb Dome, which was built in 1915 and designed by the Czech architect Jan Letzel. The ruins of the dome, which are included on the UNESCO World Heritage List, have become the symbol of an international desire for peace.

v. South Korea

South Korea is in fact, a fun place to go, a place with dazzling cities, friendly people and beautiful, mystical countryside. Until relatively recently, Korea was an insular place, existing under dynastic rule for centuries. However, the 35-year Japanese occupation from 1910, the split of the peninsula after World War II and the subsequent Korean War shattered all that.

Korea is littered with fortresses, temples and palaces, many of them UNESCO World Heritage sites. In addition, Korea also has a significant beach-dotted coastline.

The capital Seoul winds around the Han River, punctuated by futuristic skyscrapers in one of the most densely populated areas in the world. The city is an increasingly useful Asia-Pacific stopover point, or a hub for a three-centre Korea-China-Japan cultural trip.

vi. North Korea

North Korea's capital, Pyongyang, was completely rebuilt after the Korean War as a city of wide avenues, neatly designed parks and enormous marble public buildings. The Palace of Culture, the Grand Theatre, the Juche Tower and the Ongrui Restaurant epitomize the Korean variant of Communist architecture. The Gates of Pyongyang and the Arch of Triumph (built in honour of Kim Il-Sung's 70th birthday) are particularly impressive.

Many ancient buildings in Kaesong (six hours from the capital by train) bear witness to Korea's 500-year-old imperial history. The town is surrounded by beautiful pine-clad hills. Kumgangsan is the country's largest national park, consisting of a range of mountains (known as 'the Diamond Mountains') along the east coast of the country.

Note that only travel companies officially recognized by the North Korean Authorities are permitted to bring groups of tourists to Korea (Dem Rep). Independent tourism is not permitted, and foreigners must be accompanied by a guide at all times.

vii. Taiwan

Taiwan certainly has plenty to offer, from truly unique scenery to exciting sporting activities and colourful festivals, not to mention the most varied Chinese food on earth; Taipei is a gourmet's paradise, boasting cuisine from every region of China. Boutique hotels and trendy bars have sprung up in a flurry of construction, which culminated in the opening of the world's one of the tallest building, Taipei 101.

Taiwan is relatively small (only a little over half of Sri Lanka's size), but its population numbers almost 23 million, making its population density second

only to Bangladesh. A gateway to the massive Chinese market, it has a strong relationship with the West and is keen to increase links with Europe.

Taiwan was originally inhabited by mainland Chinese until the 17th century, before being occupied by the Dutch and Spanish for a while. It then fell under Chinese rule again for a couple of centuries, before being occupied by the Japanese from 1895 until the end of World War II.

For all practical purposes, Taiwan has been independent for half a century, but the fledgling democracy is still regarded by China as a renegade province that must be reunited with the mainland. The political issue of its relationship with China remains a sticking point in international relations, with both sides prone to exchanging rhetoric and political point-scoring on a regular basis.

2. TOURISM ATTRACTIONS IN SOUTH ASIA

South Asia is a sub-region of the Asian continent, comprising the sub-Himalayan countries and the regions on their west. It is surrounded, clockwise, from west to east, by Western Asia, Central Asia, Eastern Asia, and Southeastern Asia. Table 2 gives an account of area, population and population density, GDP and per capita GDP.

Table 2: An Account of Area, Population, GDP, etc of South Asia

Name of country	**Area (km²)**	**Population**		**GDP $ billion**	**GDP (Per capita)**
		Million	**Density(per km²)**		
Afghanistan	647,500	32	46	32	$1,490
Bangladesh	144,000	150	1045	361	$2,270
Bhutan	47,000	0.7	45	4	$5,477
India	3,287,590	1,129	329	906	$863
Iran	1,648,195	71	42	852	$12,300
Maldives	298	0.3	1,105	3	$7,675
Myanmar	676,578	55	75	94	$1,691
Nepal	147,181	29	184	41	$1,500
Pakistan	880,940	162	206	504	$3320.12
Sri Lanka	65,610	20	310	87	$4,600
Tibet-PRC	1,228,400	3	2.2	NA	NA

Source: Wikipedia and other Web sites

i. Afghanistan

Afghanistan is a charming and energetic country with lots to offer visitors, including the ancient Afghan historical monuments, the renaissance beauty and fashion metropolis cities.

The Band-i-Amir lakes are quite possibly the most dramatic and beautiful lakes in the world. The name "Band-i-Amir" means "Dams of the King (Amir)" and refer to the natural calcium dams that have built up over the ages. The five lakes radiate amazing hues of blue, that are in stark contrast to the ones we see around.

Keshem Valley : Keshem Valley is one of the most beautiful valleys. It is located in the heart of the Hindu Kush mountains in the far northeast corner of the country about a day and a half drive from Kabul.

Wakhan Corridor : A trek to the Wakhan Corridor is one of the most adventurous treks you can do in the world. It takes four days to drive to the Wakhan from Kabul, and then a 10 to 12 day trek is required to reach the famed **Small Pamirs** where the nomadic Kyrgyz have their camping grounds.

Minaret of Jam: The Minaret of Jam is the second highest minaret in the world. Standing proudly at 65 meters, it is surpassed only by the Qutub Minaret in Delhi, India. Its 9 meter wide octagonal base transitions to a beautiful cylindrical tower that narrows toward the top. Built as a victory monument in AD 1194.

Shewa Valley: Shewa is the traditional summer grazing ground for the Kuchi nomads of Northeastern Afghanistan. It is located in Badakshan Province about three hours east of Faizabad. The Kuchi caravans go up in May and stay until the first part of September.

Buddah niches: Carved into the sandstone cliffs overlooking the Bamiyan Valley are the remains of the largest Buddha statues to have ever been created in the world. These monuments dated from the 3rd to the 6th centuries, and stood proudly looking over the beautifully cultivated countryside.

Rawze Sharif Mosque: The Rawze Sharif Mosque (Also known as the Shrine of Ali) lies at the center of Mazar-i-Sharif. Along the sides of the giant park where the mosque sits is Mazar's central bazaar, with carpet shops on one side, car parts on another side, household items on a third side, and fruits and vegetables on the other side.

Babur's Garden: Babur, the Mogul Emperor so loved his garden that he asked to be buried in it and after his death in Agra in 1530, his body was returned here. Another of his wishes, that nothing should cover his grave so that the rain and sun could beat upon it, was honoured until the reign of Nadir Shah

TV Mountain: Kabul is perhaps the only city in the world that has a mountain jutting up in the very center. Not a hill, a mountain. TV Mountain towers over the downtown area, and has forced the city to grow in a donut around it. The views from the top of TV mountain are unsurpassed anywhere in the world.

ii. Bangladesh

Dhaka the capital the capital of Bangladesh is with its exciting history and rich culture, known the world over as the city of mosques and muslin; it has attracted travelers from far and nearer throughout in all the ages. It is the centre of industrial commercial, cultural, educational and political activities for Bangladesh. At Tongi, Tejgaon, Demra, Pagla, kanchpur, the industrial establishments turn - out daily necessities. Motijheel is the main commercial area of the city. Dhaka's major waterfront Sadarghat is on the bank of the river Buriganga and is crowded with all kinds of river craft, batches, country boats, motor launches, paddle-steamers, fishermen's boats all bustling with activity. Colourful rickshaws (tricycle) on the city streets are common attractions for the visitors. Some of the outstanding tourist attractions of Dhaka are: Mosque: Seven domed Mosque (17th century), Rose Garden (Rajbari), Atia Mosque (Mugal Element), Baitul Mukarram National Mosque, Star Mosque (18th century). Hindu Temples: Dhakashwari Temple (11th Century), Ramkrishna Mission. Churches: Armenian Church (1781). St. Mary's Cathedral at Ramna, Church of Bangladesh or former St Thomas Cathedral Church (1677) at Tejgaon. Lalbagh Fort.

Chittagong is a good vacation spot. It is the second largest city of Bangladesh and a busy of Bangladesh and a busy international sea port. Its green hills and forests, broad sandy beaches and fine cool climate always attract holiday makers. Bangladesh's only steel mill and oil refinery are also located here. Sharine of Byazid Bostami : This holy shrine attracts a large number of visitors and pilgrims. At its base there is a large tank with several hundred tortoises floating in the water. World War II Cemetery: In this well preserved cemetery at a quiet and picturesque place lie buried over 700 soldiers from Commonwealth countries and Japan. Foy's Lake: Set amidst panoramic

surroundings, this ideal sport for outings and picnics is thronged by thousands of visitors.

Cox's Bazar is the tourist capital of Bangladesh. Miles of golden sands, towering cliffs, surfing waves, rare conch shells, colourful pagodas, Buddhist temples and tribes, delightful sea food make Cox's Bazar the tourist capital of Bangladesh. It has the world's longest unbroken (120 km) beach sloping gently down to the blue waters of the Bay of Bengal against the picturesque background of a chain of hills covered with deep green forests. It is claimed as one of the most attractive tourist spots in the world.

The Hill Tracts Districts with its perennial forest, thrilling drives through hills and dales, emerald blue water of Kaptai lake, colourful tribal life and culture, attractive handicrafts and artisans beckons one to a world of panoramic beauty mother nature.

Sundarbans located near Khulna about 320 Km. west of Dhaka spread over an area of about 6000 sq. km. is the deltaic swamps along the coastal belt of Khulna with the biggest mangrove forest. Sundarbans means beautiful forest. This is the home of the Royal Bengal Tigers. Its dense rain forests are criss-crossed by a network of rivers and creeks. One finds here tides flowing in two directions in the same creek and often tigers swimming across a river or huge crocodiles basking in the sun.

iii. Bhutan

Bhutan Kingdom offers a lot to the tourists. From snow-capped mountain peaks to historical relics, large number of tourist attractions bedeck the marvelous landscape of Bhutan. With its tourism industry constantly developing, Bhutan is slowly putting itself as a great tourist destination to explore.

Paro Valley: This beautiful valley, where nature and man conjured to create their dearest image, is home to some of Bhutan's oldest temples & monasteries - as well as its only airport. Paro is one of the most fertile valleys in the Kingdom, producing a bulk of the famous red rice from its terraced fields.

Thimpu Valley: Thimphu, the modern capital of Bhutan, lies at an elevation of 2,300 meters in a valley traversed by the Wang - chu, also called as Thimphu River.

Punakha: Blessed with temperate climate and fed by Pho-cchu (male) and Mo-chu (female) rivers, Punakha is the most fertile valley in the country. Until 1955, Punakha served as the capital and is even today the winter seat of the Je Khenpo and the central monk body. The dzong was built at the junction of the two rivers in the 17th century by Shabdrung Ngawang Namgyal.

Flora and Fauna: Bhutan is a botanists' paradise. One of the ancient names given to Bhutan was 'Southern Valley of Medicinal Herbs.' Among the rare and exotic faunas found in Bhutan are golden langur, red pandas, black-necked crane, snow leopard, takin, musk deer, Himalayan brown bear, Himalayan marten, tiger, hornbills, pheasants, mountain goats and timid blue sheep. Table 3 gives places to visit in Bhutan.

Table 3: Places to Visit in Bhutan

Name	**Location**	**Tourism attraction**
Thimpu	West Bhutan	Bhutan's Capital City
Paro	Center Bhutan	The most developed city in
Punakha	East Bhutan	Beauty of Eastern Himalayan
National Museum	Central Bhutan,	Cultural Heritage of Bhutan
Jigme Dorji National	Northern Bhutans	Hot springs and rare wildlife
Kurje Lhakhang	Near Bumthang	Historic Temple
Chimi Lhakhang	Punakha	Mystical Temple
Kyichu Lhakhang	Central Bhutan,	The oldest shrine in Bhutan
Takstang Lhakhang	Central Bhutan,	Buddhist Pilgrimage Site

Source: Web site on Bhutan

iv. Maldives

It is assumed that the Maldives have been formed about 100,000 years ago when once sunken masses of land through tremendous geological movements were lifted just under or above the sea level. It is a fascinating land of sands, seas and the sun. Be it solitary islands, coral reefs, busy fish markets, tropical vegetation or more, tourist attractions in Maldives seduce you with their delightful charms that are un-paralleled in beauty, grace and purity.

The Maldives consists of about 1'200 islands, of which a few are merely large sandbanks. Of all these many islands only 250 are inhabited, and the total

population just surpasses 200'000 people. The tourists occupy their own resort islands, separated from the local population. Personal contacts with the Moldavians, who are rather reserved, are quite difficult. Until today, 70 Resort Islands have been developed for the tourists.

Brilliant corals glitter like a thousand gems under transparent aqua seas and white sands warm up under the caressing touch of the glowing tropical sun while you holiday at the tourist attractions in Maldives.

Tour Baa atoll, Male, local mosques, National Museum and other interesting tourist attractions of Maldives.

Variety of water sports is among the star attractions of Maldives. Be it snorkeling, scuba diving, glass-bottomed boat sailing or para sailing, Maldives is the perfect place to let your hair down with gay abandon.

The Grand Friday Mosque, Masjid-al-Sultan Mohammed Thakurufaanu-al-A "z" zam is the biggest mosque in the Maldives.

Male', the capital of the Maldives, is the commercial center, seat of government and the location of many important historical and religious landmarks. There are no beaches on Male'; instead seawalls surround all its sides. However, a newly landscaped artificial beach area and adjoining breakwater stretching all the way round to the harbour in the southwest of the island provide a pleasant jogging route, especially popular in the evenings when it is cooler.

Seenu is the 'second city' of the Maldives, and the resort here is the best base from which to visit traditional Maldivian island communities.

v. **Myanmar (Formerly Burma)**

Yangon the Capital City, is the main gateway to Myanmar. Yangon was founded by King Alaungpaya on the site of a small settlement called Dagon when he conquered Lower Myanmar in 1755. The name "Yangon" means "End of Strife", which was anglicized as Rangoon by the British. The main attractions in Yangon is the world-famous Shwedagon Pagoda. Other tourist attractions include" the 70-metre long Reclinging Buddha of Chauk-tat-gyi Pagoda, Nga-tat-gyi Pagoda, Lawka Chantha Abhaya Labbha Muni Buddha Image, Kaba Aye (World Peace) Pagoda, Mahawizaya Pagoda, National Museum, Zoological

Garden, Bogyoke Aung San Park, Kandawgyi Lake, People' Square and People's Park.

Mandalay is the last capital of the third Myanmar Empire. Mandalay is situated in central Myanmar. It is the largest city after Yangon and is both a bustling commercial center and a repository of ancient culture. Mandalay is a showcase of Myanmar arts and architecture of the 19th century. It is also noted for woodcarvings, silverware, tapestries, silk cloth and other traditional craft products. Mya Nan San Kyaw Golden Palace, Mandalay Hill, Shwenandaw, Maha Muni Pagoda, Kuthodaw Pagoda are some of the tourist attractions of Mandalay.

Bagan is the main tourist attraction in Myanmar and one of the richest archaeological sites in Asia. It is located on the eastern bank of Ayeyarwaddy River, the main river of Myanmar. The best lacquer or glossy ware in Myanmar is available there. The whole space is densely studded with pagodas of all sizes and shapes. At one time, there were 13,000 temples, pagodas and religious structures. Today, only over 2000 well-preserved pagodas and temples of the 11th-13th century exist.

vi. Nepal

Nepal has three main cities of tourist attraction-Kathmandu, Patan and Bhaktapur.

Kathmandu: The capital city of Kathmandu offers many attractions to the visitors. Bodhnath, the 2500 years old Buddhist Stupa; a holy place for Tibetan Buddhists is also located here. The world famous Pashupatinath temple is also located here. Gaida Wild Life Camp is situated inside the Royal Chitwan National Park which is the natural habitat of the Asiatic tiger & leopard. The wild life activities here include jungle drive, Short nature walks & night game viewing by spotlight. Dhulikhel is a small township, 20 miles from Kathmandu, along the Chinese-built road which leads to the border. It is at an altitude of 6000 ft. and offers superb views of Cho Oyu in the east to Himalchuli in the west.

Patan has many pleasant attractions like the Durbar Square, Royal Palace, Jagannarayan Temple, Golden Temple, Kumbeshawar, a collection of Buddhist stupas, Nepal's only zoo, and the Tibetan carpet market at Jawlakhel.

Bhaktapur, 35 km from Kathmandu, offers attractions like the Durbar Square, famous for its temples, squares, statues and columns, Taumadhi Tole Square, Nyatapola Temple, Til Mahadev Narayan, Potters' Square, and Tachupal Tole Square.

In the Terai region, the Royal Chitwan National Park and Janakpur, the legendary birthplace of Goddess Sita of the Ramayana, are the oft-visited sites. Pokhara is famous for its picturesque setting, Tibetan settlements, hilltop monasteries, the Devi Falls, caves and lakes, Dakshina Kali Temple, south of the Kathmandu Valley, etc attract hundreds of pilgrims everyday. The Nagarjuna forest reserve is also a treat for the nature lover.

Lumbini: Another important tourist sport and a famous Buddhist pilgrimage centre is Lumbini, the birth place of Prince Siddhartha who later became the Buddha. Over 2000 years ago the Emperor Ashoka set up a commemorative pillar here. The pillar carries the inscription "Here the Buddha was born". Another shrine preserves an ancient image depicting the nativity of the Lord.

Adventure Sports: Nepal provides a large range of adventure sports. Trekking is possible in the months of September and December and March and April. The Everest region boasts of the highest mountains of the world such as Mt. Everest, Lotse, Nuptse, and Ama Dablam and is the home of the Sherpas, Lamas and Buddhist culture.

In the Annapurna region, most of the treks commence from the Pokhara Valley, and one has to cross the Throng La at 5416 m here. Towards the north of Kathmandu, the Central region covers the treks in the Kathmandu Valley, Langtang, and Gosaikunda.

In the far western region, the Phoksindo National Park covering an area of 3555 sq km is an oft-visited site. It boasts of the Rara Lake, Upper and Lower Dolpo, Mt. Kailash and Simikot. In the far eastern region, one can find the spectacular peaks of Kanchenjunga, Makalu and Junu.

For those who cannot withstand the rigorousness of mountain climbing, there are mountain flights from Kathmandu that fly around the Mount Everest and provide a close look of the top of the world.

Rafting and kayaking are immensely popular, especially on the Trisuli River near Kathmandu and the Sun Kosi in Dolalghat.

Flora & Fauna: There are over 6,500 species of trees, shrubs and wildflowers in Nepal. The height of floral splendor is during the months of March and April when rhododendrons, the national flower, burst into color. Nepal's principal natural resources are the forests, which cover about one-sixth of the country and provide valuable timber, firewood, and medicinal herbs. Between 3,050 and 3,650 m are coniferous forests with hare, deer, antelope, and small carnivores; above that are sub-alpine and alpine meadows of rhododendron and juniper, harboring musk deer and wild sheep. One can find around 800 different species of bird life in Nepal.

Fairs & Festivals: Nepal's festive calendar is frenzied and exciting. Dasain, celebrated nationwide in October, is the same festival of Durga Puja in India. Tihar is celebrated in the month of November, where animals are honored. Chaitra Daisan (or Basanti Puja) in April, Haribodhini Ekadashi in November, Maha Shivratri in March, Gai Jatra in August, and Krishna Jayanti in August/September are the Hindu festivals. Buddhist celebrations include Buddha Jayanti in May (in Kathmandu), and Losar.

vii. India

India, is bounded by the Himalayan ranges in the north, surrounded by the Arabian Sea, the Bay of Bengal, and the Indian Ocean. In 2006, about 4 million foreign tourists visited India and spent US$ 8.9 billion.

Andhra Pradesh is the home of many religious pilgrimage centres, one of them being 'Tirupati', the abode of Lord Venkateswara, which is the richest and most visited Hindu temple in India.

Assam is the central state in the North-East Region of India and serves as the gateway to the rest of the Seven Sister States like the Tripura, Agarthala, Manipur, Meghalaya etc.. Assam boasts of famous wildlife preserves – the Kaziranga National Park and the Manas National Park, largest river island Majuli and tea-estates dating back to time of British Raj.

Bihar state lies in the very fertile Indo-Gangetic Plain. Bihar is most famous for its status as the birthplace of Buddhism. Bihar was called Magadha in ancient times. Its capital Patna, then known as Pataliputra, was the center of the first empire built in India, that was by Nanda Dynasty, followed by Mauryan empire, which dominated the Indian subcontinent from 325 BC to 185 BC. Emperor Ashoka was the most famous ruler of this dynasty. Bihar remained an important

place of power, culture and education during the next one thousand years. The Vikramsnila and Nalanda Universities, were among the oldest and best centres of education in ancient India. It must be mentioned here that the boundaries of ancient Mauryan empire extended up to the present day Afghanistan which was unparelled in Indian history.

Delhi is the capital of India. A fine blend of old and new, ancient and modern in every stream of life is the soul of Delhi. A melting pot of cultures, religions and castes makes Delhi has been the capital of India from the mythological days. The rulers left behind their trade marks in the architecture. Tughlaqabad fort and the Qutub Minar, the Jama Masjid and the Lotus bah'ai temple, The Humayun's tomb and the Red Fort, and India Gate and the Magnificent President's house, Rashtrapati Bhavan. Delhi is famous for its wide roads and crisp winters.

Goa state is famous for its excellent beaches, churches, and Hindu temples. The Bom Jesus cathedral, Mangueshi Temple and Shantadurga are famous attractions in Goa.

Gujarat is a state in the Republic of India. 20% of India's Industrial Output, 10% of its Mineral Production, 20% of its exports, 25% of its textile production, 40% of India's pharmaceutical products and 47% petrochemical production flow from this state. It has largest Sea shore, 1670 km. Father of the Nation Mahatma Gandhi and leaders like Sardar Vallabhbhai Patel, Morarji Desai, etc hailed from Gujarat.

Himachal Pradesh state is the home to the some of the most popular Hill Stations.

Jammu is noted for its landscape, ancient temples, Hindu shrines, castles, gardens and forts. Hindu holy shrines of Amarnath and Vaishno Devi attracts tens of thousands of Hindu devotees every year. Kashmir has all the resort attractions, but terrorists threats also exists.

Karnataka is famous for its waterfalls. Jog falls of Shimoga District is one of the highest waterfalls in Asia. This state has 21 wildlife sanctuaries and five National parks and is home to more than 500 species of birds. Bangalore, the capital of the state is the global IT majors first destination in India. The Brindavan Gardens, the Palace and numerous parks are great attractions.

Kerala is nicknamed as one of the "10 paradises of the world" by the National Geographic traveller, Kerala is famous especially for its ecotourism initiatives. Its unique culture and traditions, coupled with its varied demography, has made it one of the most popular tourist destinations in India. The Government body, Kerala Tourism Development Corporation has adopted the brand "God's Own Country" for its campaigns.

Madhya Pradesh is called the "Heart of India" only because of its location in the centre of the country. It has been home to the cultural heritage of Hinduism, Buddhism, Sikhism, Jainism and Islam. Innumerable monuments, exquisitely carved temples, stupas, forts and palaces are dotted all over the State. Madhya Pradesh is also known as Tiger State because of tiger population in Madhya Pradesh. Spectacular mountain ranges, meandering rivers and miles and miles of dense forests offering a unique and exciting panorama of wildlife in sylvan surroundings are enchanting the inquisitive tourists.

Maharashtra state capital, Mumbai is the commercial capital of the country with many business landmarks like the Bombay stock Exchange. Maharashtra boasts of a large number of popular and revered religious venues that are heavily frequented by locals as well as out-of-state visitors. City of Mumbai with its Bollywood fame, ancient cave temples at Ajanta and Ellora, the Tuljabhavani temple at Tuljapur, the Mahalakshmi temple in Kolhapur, the city of Pune the seat of the Maratha empire, the fantastic Ganesh chaturthi celebrations the Shiradi Baba temple and much more, are all great attractions.

Orissa has interest in spirituality, religion, culture, art and natural beauty. Ancient and medieval architecture, pristine sea beaches, the classical and ethnic dance forms and a variety of festivals. Orissa has kept the religion of Buddhism alive. Rock-edicts that have challenged time stand huge and over-powering by the banks of the river Daya. The torch of Buddhism is still ablaze in the sublime triangle at Udayagiri, Lalitgiri & Ratanagiri, on the banks of river Birupa. Their handicrafts, different dance forms, jungle products and their unique life style blended with their healing practices have got world attention.

Punjab is one of India's most beautiful states. Main cities, Amritsar, Chandigarh, and Ludhiana have rich religious history incorporating Sikhism and Hinduism. Tourism in Punjab is principally suited for the tourists interested in culture, ancient civilization, spirituality and epic history. In the villages are the beautiful traditional Indian homes, farms and temples.

Rajasthan, literally meaning "the land of the kings", is one of the most attractive tourist destinations in Northern India. The vast sand dunes of the Thar Desert attract millions of tourists from around the globe every year. Jaipur - The capital of Rajasthan, is famous for its rich history and royal architecture. Jodhpur - fortress-city at the edge of the Thar Desert, is famous for its blue homes and architecture. Udaipur - Known as the "Venice" of India.

Sikkim was originally known as Suk-Hem, which in the local language means "peaceful home". The capital of Sikkim is Gangtok. Sikkim is the land of Orchids and mystic culture and colorful tradition. Sikkim is well known among trekkers and adventure lovers, as West Sikkim has a lot to give them. Kalimpong is also famous for its Flora cultivation and is home to many internationally known Nurseries.

Tamil Nadu or "the land of Tamil" is a beautiful state nestled in the southern Indian peninsula, on the shores of the Bay of Bengal and the deep blue Indian Ocean. Many great rulers including the Cholas, Pallavas, Pandyas and the Vijayanagara Empire ruled over parts of Tamil Nadu. The state is known for its cultural heritage and temple architecture. Mahabalipuram 80 KMs south of Chennai holds the world famous Shore temples. Further 160 Kms south is the place Chidambaram where Lord Shiva enthralls in the form of a Cosmic Dance. Kanchipuram, the Golden City of a thousand temples, and famous Handloom Silk sarees, is a great city. Tamil literature is amongst the oldest in India and world. Bharatha Natyam is authored, admired and adored here. Many more tourist attractions like the Rock-cut Pillaiyar temple in Pillaiyarpatti village, Tanjore Big temple, Tiruchi Rock fort temple, Holy abodes of Lord Muruga, Hill resorts, the confluence of the three seas at the feet of goddess Kanniyakumari, Churches, Mosques, newly built Golden Temple in Vellore, etc enchant the wanderlust.

Uttarakhand is the 26th state of the Republic of India. Blessed with magnificent glaciers, majestic snow-clad mountains, gigantic and ecstatic peaks, valley of flowers, skiing slopes and dense forests, this Abode of Gods includes many shrines and places of pilgrimage. Char-dhams, the four most sacred and revered Hindu temples: Badrinath, Kedarnath, Gangotri and Yamunotri are nestled in the Mighty Himalayas. Haridwar which means Gateway to God is the only place on the plains. Nanda Devi (25640 Ft) is the second highest peak in India after Kanchenjunga (28160 Ft). Dunagiri, Neelkanth, Chukhamba,

Panchachuli, Trisul are other peaks above 23000 Ft. It is considered abode of Devtas, Yakashyas, Kinners, Fairies and Sages. They all are present here on glittering peaks, roaring rivers, beautiful hills slopes and valleys in one or another form.

Uttar Pradesh state is situated in the northern part of India, with Himalayan foothills in the extreme north, the Gangetic Plain in the centre, and the Vindhya Mountain Range towards the South. It is also home of India's most visited site, the Taj Mahal, one of the seven wonders of the world, and Hinduism's holiest city, Varanasi or Kasi and also Mathura.

West Bengal has been nicknamed the state of Palaces. Kolkata, the capital city, unlike many north Indian cities, whose construction stresses minimalism, the layout of much of the architectural variety in Kolkata owes its origins to European styles and tastes imported by the British and, to a much lesser extent, the Portuguese and French. Some of the major buildings of this period are well maintained and several buildings have been declared as heritage structures. Dakshineswar Kali Temple, Kalighat Temple, Birla temple, Belur Math, Bhoothnath, Tipu Sultan Mosque, Nakhoda Mosque, St. Paul's Cathedral, St. John's Church, Parsi Fire Temples, Japanese Buddhist Temple, Pareshnath Jain Temple, etc depict the religious mosaic of West Bengal.

The Taj Mahal is one of India's best-known sites and one of the best architectural achievements in India. Located in Agra, it was built between 1631 and 1653 by Emperor Shah Jahan in honor of his wife, Arjumand Banu, more popularly known as Mumtaz Mahal. The Taj Mahal serves as her tomb.

The Golden Temple is one of the most respected temples in India and the most sacred place for Sikhs. The Golden Temple is located in Amritsar, Punjab, India. Not only is this a sacred place for Sikhs, it is also a sacred temple for Hindus as well.

The Bahá'í temple in Delhi, was completed in 1986 and serves as the Mother Temple of the Indian Subcontinent. It has won numerous architectural awards and been featured in hundreds of newspaper and magazine articles. (It is also known as the Lotus Temple.

The Victoria Terminus in Mumbai was built by the British and is a UNESCO World Heritage Site.

Several hill stations served as summer capitals of Indian provinces, princely states. Most famous hill stations are: Gulmarg, Srinagar and Laddakh in Jammu and Kashmir, Darjeeling in West Bengal, Munnar in Kerala, Ooty, Yercaud and Kodaikanal in Tamil Nadu, Shillong in Meghalaya Shimla and Kullu in Himachal Pradesh, Nainital in Uttaranchal and Gangtok in Sikkim.

Tourist beaches are: Beaches of Puri, Orissa, Beaches of Digha, West Bengal, Beaches of Goa, Kovalam Beach in Kerala, Marina Beach, Chennai, Beach Temples of Mahabalipuram in Tamilnadu, Andaman and Nicobar Islands, Beaches in Mumbai, etc.

viii. Pakistan

The **Northern Area** of Pakistan is the most spectacular and fascinating. It is here that the world's three famous mountain ranges meet - the Himalayas, the Karakorams and the Hindukush. The whole **Northern Pakistan** has come to be known as a paradise for **mountaineers, climbers, trekkers, hikers and anglers** of the most famous "Trout fish".

At an elevation of 1,454 metres lies the **Gilgit Valley.** The quaint little town of Gilgit has spectacular scenic beauty. The peak tourist season is from April to October though you can visit the valley round the year.

Tarbela Dam Swabi: The world's largest earth-filled dam on one of the world's most important rivers - the Indus - is 103 km from Islamabad. The dam was completed in 1976 at a cost of Rs.18.5 billion. Over 15,000 Pakistani and 800 foreign workers and engineers worked during its construction. It is the biggest hydel power station in Pakistan having a capacity of generating 3,478 MW of electricity

Bakht-i-Bhai is a Buddhist monastery located on a rocky ridge about 10 miles northeast of Mardan. The feature, which distinguishes this site from others, is its architectural diversity and its romantic mountain setting.

Gilgit Bridge: The bridge over the fast flowing Gilgit River, is the largest suspension bridge in Asia (182 metres long and 2 metres wide) permitting enough room for one jeep at a time to cross.

In the northern regions of Pakistan, at a stone's throw from the Amu Darya, is "Bam-e-Dunya" (the roof of the world). This was the name given to

the great Pamir plateau, apex of six of the mightiest mountain ranges of the world.

A Visit to Kaghan Valley will leave you enchanted by the spectacular beauty of its mountains, glaciers and lush greenery. Kaghan Valley includes Naran, Kaghan, Shogran and its surrounding areas.

Lahore besides being the Mughal show-window, is the cultural, academic and intellectual centre of Pakistan. For 200 years, beginning from about 1525 AD, Lahore remained a thriving cultural centre of the great Mughal Empire, when the city was beautified with palaces, gardens, monuments and mosques. During the British regime, many monuments sprang up in Lahore which blended beautifully with the Mughal, Gothic and Victorian styles of architecture.

Legend has it that the city was founded by two sons of Rama about 4,000 years ago. Reminiscence of its hoary past are the remains of a subterranean temple (attributed to Rama, the legendary hero of Ramayana) found in the northern part of the Royal Fort. Historically, it has been proved that Lahore is about 2,000 years old. Hieun-tsang, the famous Chinese Pilgrim, has given a vivid description of Lahore city, which he visited in the early 7th century AD.

Wazir Mansion: Foremost among Karachi's historic buildings, is the birthplace of Quaid-e-Azam Mohammad Ali Jinnah. The house is a balconied, three-storied structure one of the oldest residential areas of the city. The house has been declared a protected national monument.

Quaid-E-Azam's Mausoleum: This white marble Mausoleum with its curved Moorish Arches and copper grills rests on an elevated 54 Sq. meters platform. Today, the Quaid-e-Azam's Mausoleum is a prominent and impressive landmark of Karachi. Liaquat Hall/Bagh-E-Jinnah

National Museum of Pakistan/Burns Garden: This museum contains an important collection of items relating to Pakistan's ancient heritage. Well-arranged galleries display Indus Civilization artifacts, Gandhara sculptures, Islamic art, miniature paintings, ancient coins and manuscripts documenting Pakistan's political history.

Empress Market: Built by the British to commemorate the silver Jubilee of Queen Victoria's reign, this historic market is designed in the domestic Gothic style. From its center rises a tall clock tower.

Masjid-E-Tooba: Situated in the Defence Housing Authority, Masjid-e-Tooba is a modern architectural marvel. It is said to be the largest single dome mosque. The dome covers central prayer hall with a capacity to accommodate congregation of 5,000 people. The mosque's single minaret stands 70 meters high.

Mereweather Tower: Mereweather Tower is another historical monument of Karachi. It stands 35 meters high and carries a four- faced clock. The Tower construction work was completed and opened for the public by Sir Evans James in 1892. The Tower was constructed in the memory of Sir William L. Mereweather who was the Commissioner of the Sindh.

Clifton Beach And Funland: Close to the popular seaside of the city, is Clifton Beach, where Karachiites flock to on weekends and holidays. Scattered along the shore are numerous stalls selling handicrafts made from seashells. Clifton has an amusement park with a bowling alley, and an aquarium.

Rawalpindi and Islamabad: The twin cities of Rawalpindi and Islamabad lie against the backdrop of Margalla Hills on the Potohar plateau. On the basis of archaeological discoveries, archaeologists believe that a distinct culture flourished on this plateau as far back as 300,000 years.

ix. Sri Lanka

Tourism is one of the main industries in Sri Lanka. Major tourist attractions are focused around the islands famous beaches located in the southern and eastern parts of the country, ancient heritage sites located in the interior of the country and lush green resorts located in the mountainous regions of the country.

Sri Lanka has over 20 national parks and reserves, which are home to large variety of species such as elephants, leopards, bears, crocodiles and many reptiles and amphibians. The diversity of the animals attracts tourists into these national parks.

The precious stones such as rubies and sapphires frequently found in Ratnapura and its surrounding areas also a major tourist attraction in the country.

The historical city of Colombo is considered as the "Commercial capitol of Sri Lanka" which attracts many tourists from Asian region to visit for businesses. South Asia's second tallest building - The World Trade Center,

which is a 40 storey Twin Tower complex is the centre of important commercial establishments situated in the city's nerve center.

Anuradhapura is one of the ancient capitals of Sri Lanka, famous for its well-preserved ruins of ancient Lankan civilization. The city is now a UNESCO World Heritage Site. Founded in the 4th century BC, it was the capital of the Anuradhapura Kingdom until the beginning of the 11th century AD. The ancient city is considered sacred to the Buddhist world. Anuradhapura is also significant in Hindu legend as the fabled capital of the Asura King Ravana in the Ramayana.

x. Tibet

This remote land, of culture, of wide open spaces, gilt-roofed temples, and intricately decorated monasteries, is dominated by the ancient holy city of Lhasa. An aura of magic, and mystery awaits you, with majestic views of the spectacular Himalayas, which also includes Mount Everest, visible from the Tibetan side.

Lhasa is the capital city of Tibet Autonomous Region (TAR). The Capital is situated in a mountain-fringed valley on the north bank of the Kyichu River also called the Lhasa River. The Lhasa city is nicknamed "Sunlight City". It is the highest city in the world. The city has many Buddhist monuments and was once the seat of the His Holiness Dalai Lama, so that flocks of pilgrims have been making their pilgrimage to the city for centuries. More and more tourists from every corner of the world visit Tibet to explore this vibrant city of Lhasa and its mysterious culture heritage.

Shigatse, also Xigatse, means "fertile land" and stands at the junction of the Yarlong Tsangpo and Nyangchu Rivers. The 600-year-old city is the traditional seat of the Panchen Lama, who is one of the two prestigious spiritual leaders in Tibet and the abbot of the Tashilhunpo Monastery.

Adventure Sports in Tibet: Being a Himalayan destination, Tibet offers real good adventure opportunities for all those who seek to explore the lesser known places in the world. Just like the cold desert of India, Ladakh, Tibet is full of excellent trekking areas, which also provide the explorers a chance to sightsee

the Buddhist monasteries and sites too and get a glimpse inside the cultural heritage.

3. Oceania Countries

Oceania is a geographical, often geopolitical, region consisting of numerous lands—mostly islands in the Pacific Ocean and vicinity. Ethnologically, the islands that are included in Oceania are divided into the sub-regions of Melanesia, Micronesia, and Polynesia.

The exact scope of Oceania is variably defined. It generally includes New Zealand, is often taken to include parts of Australasia such as Australia and New Guinea, and sometimes all or part of the Malay Archipelago. Oceania is a geographical, often geopolitical, region consisting of numerous lands—mostly islands in the Pacific Ocean and vicinity.

Most of Oceania consists of island nations composed of thousands of coral atolls and volcanic islands, with small human populations. Table 4 gives the geo-population details of Oceania countries.

Table 4 : Geo-population Details of Oceania Countries

Name of countries	Area (km^2)	Population (1-7.2002)	P. Density (per km^2)	Capital
Australasia is a term variably used to describe a region of Oceania: New Zealand, Australia, and neighbouring islands in the Pacific Ocean.				
Australia	7,686,850	21,050,000	2.5	Canberra
Christmas Island (Australia)	135	1493	3.5	Fish Cove
Cocos Islands (Australia)	14	632	45.1	West Island
New Zealand	268,680	4,108,037	14.5	Wellington
Norfolk Island (Australia)	35	1,866	53.3	Kingston
Melanesia is a sub-region of Oceania extending from the western side of the West Pacific to the Arafura Sea, north and northeast of Australia				
Fiji	18,270	856,346	46.9	Suva
Indonesia (Oceanian part only)	499,852	4,211,532	8.4	Jakarta
New Caledonia (France)	19,060	207,858	10.9	Nouméa
Papua New Guinea	462,840	5,172,033	11.2	Moresby
Solomon Islands	28,450	494,786	17.4	Honiara
Vanuatu	12,200	196,178	16.1	Port Vila

Micronesia is a sub-region of Oceania, comprising hundreds of small islands in the Pacific Ocean. The Philippines lie to the northwest, Indonesia, Papua New Guinea and Melanesia to the west and southwest, and Polynesia to the east.				
Federated States of Micronesia	702	135,869	193.5	Palikir
Guam (USA)	549	160,796	292.9	Hagåtña
Kiribati	811	96,335	118.8	Tarawa
Marshall Islands	181	73,630	406.8	Majuro
Nauru	21	12,329	587.1	Yaren
Northern Mariana Islands	477	77,311	162.1	Saipan
Palau	458	19,409	42.4	Melekeok
Polynesia is a sub-region of Oceania, comprising a large grouping of over 1,000 islands scattered over the central and southern Pacific Ocean. Polynesia is generally defined as the islands within the Polynesian triangle.				
American Samoa (USA)	199	68,688	345.2	Pago
Cook Islands (NZ)	240	20,811	86.7	Avarua
French Polynesia (France)	4,167	257,847	61.9	Papeete
Niue (NZ)	260	2,134	8.2	Alofi
Pitcairn Islands (UK)	5	47	10	Adamstown
Samoa	2,944	178,631	60.7	Apia
Tokelau (NZ)	10	1,431	143.1	
Tonga	748	106,137	141.9	Nuku'alofa
Tuvalu	26	11,146	428.7	Funafuti
Wallis and Futuna (France)	274	15,585	56.9	Mata-Utu
Total	9,008,458	35,834,670	4.0	
Total minus mainland Australia	1,321,608	14,784,670	11.2	

Source: Wikipedia and other Web sites

The Commonwealth of Australia is a country in the southern hemisphere comprising the mainland of the world's smallest continent, the major island of Tasmania, and a number of other islands in the Indian and Pacific Oceans.

i Australia

Australia glitters in rivers, seduces with oceans, enthralls with wildlife, mesmerizes with mountains, captivates with scenery, magnetizes with crystal-

like waterfalls and hypnotizes with postcard perfect beaches. All come together to attract people from all round the globe to the fascinating country of Australia.

Australia's human history began about 45,000 years ago with the arrival of the people now known as Aboriginals across the straits from what is known today as Indonesia and Papua New Guinea. It was settled by the British just over 220 years ago, in 1788, and since then has transformed from a colonial outpost into a nation where enthusiasm and exuberance shimmers in every part of the country.

Sun-kissed beaches, the dramatic Red Centre, the splendid beauty of over 500 national parks along with most warm hearted and friendly people makes Australia most sought after tourist destination. A sublime time bending quality along with perfect amalgamation of urban lifestyles thriving in Victorian-era buildings makes Australia an exciting place to visit.

There is no dearth of tourist destinations in the country. In fact, a wondrous dilemma that is faced by almost everybody visiting the place is, where to begin!

Sydney Harbour Bridge is one of the most recognizable man-made structures in the world, and is undoubtedly one of Sydney's most famous icons. The bridge, affectionately known as 'the Coathanger', took 1400 workers. Thrill-seekers can do the BRIDGECLIMB - a guided walk to the top of the 50-storey-high bridge, over the cars and trains rumbling across the deck below. The area at the foot of the bridge is known as The Rocks and is recognized as Sydney's historical birthplace. Among the district's most significant historic buildings are the Hero of Waterloo Inn, the Sydney Observatory, Cadman's Cottage, the Museum of Contemporary Art, Merchants' House, Garrison Church and Susannah Place.

Port Arthur is a former penal colony. It became a prison settlement for male convicts in 1833 and quickly gained a reputation for being 'hell-on-earth'. The prison closed in 1877. Today, the prison is a tourist spot to the public and visitors.

Opened in 1973, the Sydney Opera House is the most recognizable symbol of both the city of Sydney and the country of Australia, and is also considered one of the 20th century's great buildings. Revolutionary in concept, the building's Danish architect, Jørn Utzon, designed the building to resemble a

ship at sea with its roof appearing as a billowing white sail. It is one of the busiest performing arts centres in the world, housing a large complex of theatres and halls that play host to a wide range of performing arts. Located on Bennelong Point, the Opera House, which offers spectacular views of Sydney Harbour, is visited by more than 5 million tourists every year.

Sydney Tower is the tallest building in Sydney. Located in the Central Business District in the heart of the city, visitors can experience amazing views across Sydney Harbour from the Observation Deck. The tower, which was completed in 1981, also has a revolving restaurant which slowly rotates through 360° views. Visitors can also experience the OzTrek attraction, a simulated journey showcasing Austalia's culture, history and geography. The Sydney Tower itself forms part of the Westfield Centrepoint complex which is home to around 140 shops, as well as the Centrepoint Convention and Exhibition Centre.

The National Gallery of Australia houses many of Australia's finest art collections, and boasts a selection of indigenous works. The gallery, which opened in 1982, has a permanent art collection which boasts more than 100,000 works and is also home to regular international art and photography exhibitions. There is also a beautiful landscaped garden located in the grounds between the gallery and the banks of Lake Burley Griffin, where many sculptures are on permanent display.

Blue Mountains: Just an hour and half drive from the glittering city of Sydney, Blue Mountains is the favored escape route for most of the people in the continent. This splendid natural habitat has been Sydney's wilderness getaway for years. The magnificent scenery, excellent bush-walks, numerous gum trees, gorges, outdoor activities and great eating joint make Blue Mountains an ideal tourist destination in the New South Wales region of Australia.

Great Barrier Reef: Listed as a World Heritage Site, the Great Barrier Reef is home to colorful marine life the Great Barrier Reef. It is located in Cairns, Queensland's most northerly city. It contains the world's largest collection of coral reefs, with 400 types of coral, 1,500 species of fish and 4,000 types of mollusc. is a premier holiday destination in Australia. It is the largest of the world's 552 World Heritage Areas, covering 347,000 kms; there are more than 2800-catalogued reefs in the area. Running parallel to the Queensland coast, the Reef has also been declared as a Marine Park by the Australian Government.

Kakadu National Park: The Kakadu National Park is a natural marvel encompassing a variety of habitats, a mass of wildlife and significant rock-art sites. Kakadu is a cultural landscape. It was shaped by the spiritual ancestors of Aboriginal people during the Creation Time. These ancestors or 'first people' journeyed across the country creating landforms, plants, animals, etc. The wildlife in Kakadu National Park includes over 280 species of birds, 60 kinds of native mammals, 55 kinds of freshwater fish, thousands of species of insects, and many species of reptiles, the most famous of which is the salt-water crocodile.

Kangaroo Island: Kangaroo Island in one of the famed spots in Australia. The island's real treat however, is the abundant glorious birds, animals and ocean-based creatures that inhabit the place. This unique part of the continent gives you an opportunity to brush shoulders with wallabies, goannas, koalas, kangaroos, echidnas, dolphins, sea lions, penguins, fur seals, eagles, whales and ospreys, just to name a few. Kangaroo Island is one of the last un-spoilt wonders of the world. Kangaroo Island is the third largest island off the coast of Australia. Teeming with wildlife and surrounded by pristine beaches of white sand and crystal blue waters, the island in every way is truly a visitor's delight.

Fraser Island: Listed as a World Heritage site in December 1992, Fraser Island is the world's largest sand island. The unique sand dunes system, the rainforests on sand and the beautiful fresh water lakes all add charm to the allure of the Fraser Island making it a hot holiday destination for people all over the world. This mesmerizing island is characterized by an amazing variety of landscapes, long surf beaches, cliffs and gorges in shades of orange, red, yellow and pure white sand, dense rainforests, vast, desert-like sandblows, freshwater lakes perched high up in its dunes, winding streams, great basalt headlands and salt pans with eerie mangrove forests. The beaches and forests are abode to more than 230 species of birds - one of the largest and most varied bird communities in Australia. There are over forty two lakes on Fraser Island each with its own individual character - from lakes stained red with tannin to others with pure white sand and crystal clear water.

Uluru or Ayers Rock: Ayers Rock rests in the middle of the Australian continent. It is an imposing monolithic sandstone structure of the Uluru. Uluru is a sacred site for the Aboriginal tribes, and has great spiritual meaning. Another mesmerizing feature of this monolithic structure is that as each day passes, the

rock changes color depending on the light and atmospheric conditions, and never remains the exact same permanent shade. When it is wet, it is purple or black and on sunny days it appears red or orange.

Kata Tjuta: Kata Tjuta National Park is a major crowd puller of the continent. The Kata Tjuta National Park was declared a World Heritage Site for both its cultural and natural values. Over 150 species of birds, and many reptiles, amphibians and invertebrates adapted to arid environments have been seen in this Park. A number of rare mammals are also found in Kata Tjuta.

Purnululu National Park: Located in the East Kimberly region of Western Australia, the Purnululu National Park is an imposing and alluring attraction of the region. The Bungle Bungle Range, in Purnululu National Park, is one of the most fascinating geological landmarks and for this reason the Purnululu National Park is also known as the Bungle Bungle National Park. Now declared as a World Heritage Site.

ii. New Zealand

New Zealand is the world's best kept secret; it contains six of the seven climatic regions on the planet, boasts a series of unparalleled golden-sand beaches, protected marine parks to explore from on or beneath the surface, safe-but-active volcanic areas, pristine snow-capped Alps to ski and climb, prehistoric forests and unique flora and fauna. It does all this in one easily accessible package without thousands of miles to travel between each destination and it has an enviable reputation as one of the safest destinations in the world, lacking poisonous animals and boasting a low crime rate.

The North Island of New Zealand offers huge variety with surf and swimming beaches, ski fields, walking tracks and the two largest cities in the country. All of this is within easy driving distance meaning the North Island allows you to tick many items off your 'to do' list in quick succession. Auckland is the country's largest urban and suburban area. It is surrounded by varied and exquisite scenery with attractive harbors and beaches to the east and the rugged Waitakere Ranges, the thundering, undeveloped surf beaches and burgeoning vineyards to the west. It is also known as the 'City of Sails', with more boats per capita than any other city in the world. Northland: The narrow, predominantly Maori stronghold of Northland, the 'Winterless North' pushes out 350km from Auckland and separates the Pacific Ocean from the Tasman Sea. It gives tourists

the opportunity to begin to understand Maori culture, art and history. Pacific Coast Highway: This is a spectacular coastal road running parallel with the intricate filigree of small inlets and beaches around the Coromandel Peninsula and the long sweeping bays of the east coast. UNESCO-listed Tongariro National Park is a spectacular mountain area dominated by three peaks, Ngauruhoe, Tongariro and, the tallest, Mount Ruapehu 2797m (9177ft), still an active volcano, and a major ski resort. The UNESCO World Heritage Site Whanganui National Park is a green vision of unspoiled native bush where there remains the 'Bridge to Nowhere', a relic of the failed attempt at settlement in the glorious wilderness. The Egmont National Park is also a UNESCO-listed World Heritage area, and provides an excellent though strenuous opportunity to climb a mountain, Taranaki. Mount Taranaki, at the center of the national park, is an extinct volcano standing majestically amidst flat areas of lush green dairy farmland.

Wellington, New Zealand's capital, occupies the flat area surrounding the harbor basin and climbs the surrounding steep hillsides overlooking the water. The city is a center of culture, arts, restaurants, theater, fashion and nightlife. Shopping facilities are excellent and hotels offer splendid views of the bay.

The South Island of New Zealand comes with a reputation as a unique land packed with magnificent, raw scenery: craggy coastlines, primeval forests, snow-capped alpine mountains, fast flowing rivers and glacier-fed lakes, all beneath a brilliant blue sky. To the south, lies the 'Garden City' of Christchurch, the South Island's largest community. St Michael and All Angels Church is an unusually beautiful wooden Neo-Gothic building combining French and English styles and containing a mixture of Maori and Catholic elements. Southern Alps:From Christchurch, a single rail line and road lead to the Southern Alps. The tiny village of Arthur's Pass is a good starting point for climbing, canyoning and trekking trips to the UNESCO-listed Arthur's Pass National Park nearby. The Alps themselves, which can be accessed by five main roads from the east coast, are the spine of the South Island pushed up by plate movement in the earth's crust. Mount Cook National Park is a UNESCO World Heritage area and contains more than 20 peaks over 3000m (9840ft). Sliding down from one side of Mount Cook is the spectacular Tasman Glacier, one of the longest outside the Himalayas. All types of skiing and snowboarding are available along the Alps with many un-crowded ski fields, including heli-skiing.

New Zealand's third-largest island, Stewart Island, has few inhabitants and can be reached by plane, helicopter, or boat ride aboard a motor catamaran from Bluff. The island has various attractions, including a rare chance to see the endangered kiwi (New Zealand's national symbol) in the wild. The birds feed in the evenings around Mason's Beach.

Te Papa (meaning 'Our Place' in Maori), the national museum of New Zealand, is located on Wellington's waterfront, from where it enjoys magnificent views across the harbour. The museum was opened to enable the people of New Zealand to learn more about their cultural identity and their country's geography and has attracted international acclaim for its ultra-modern and interactive displays. It also has several permanent exhibitions, including the Time Warp display, which allows visitors to travel back in time to New Zealand's prehistoric age.

Fiordland National Park is New Zealand's largest national park – a breathtaking stretch of coastal landscape that typifies the country's natural splendour. Created in 1952, it is a land of ice, beech forests, mountains and waterfalls that tumble into the ocean below. One of the park's most famous sights is Milford Sound, which is the largest glacier-carved inlet on New Zealand's coastline and attracts large numbers of sightseers and cruise ships every year. Popular activities in the park include hiking, sea kayaking, diving, cycling, golf, fishing and sailing. The Milford Track, which stretches some 53.5km from Glade Wharf to Sandfly Point, has been described as the finest walk in the world, taking visitors on a rugged, alpine journey through the park's most breathtaking scenery. Visitors should, however, note that a permit is required for the track and these must be booked through the Visitor Centre in Te Anau.

The Sky City Tower stands at 328m high and is situated in the Sky City entertainment complex, which also houses Sky City Casino, Sky City Theatre, Sky City Hotel and Conference Centre and Sky City Restaurants. The postmodern Sky City Tower was designed by the architect Craig Moller and completed in 1997. The tower has three circular observation levels, the highest of which is the Sky Deck, which gives a 360-degree view across Auckland and Waitemata Harbour, over the top of Rangitoto Island to the other islands in the Hauraki Gulf, allowing visitors to see up to 82km on a clear day. Visitors can

also eat in the Orbit rotating restaurant and travel to the top of the tower in one of six high-tech glass-fronted lifts.

iii. Fiji

Fiji is an island nation in the South Pacific Ocean east of Vanuatu, west of Tonga and south of Tuvalu. The country occupies an archipelago of about 322 islands, of which 106 are permanently inhabitated, and 522 islets. The two major islands, Viti Levu and Vanua Levu, account for 87% of the population. Sugar exports and a rapidly growing tourist industry are the major sources of foreign exchange. Fiji is highly dependent on tourism for revenue.

IV. Kiribati

Kiribati is an island nation located in the central tropical Pacific Ocean. It comprises 32 atolls and one raised coral island dispersed over 3,500,000 square kilometres straddling the equator and bordering the International Date Line to the east. The name Kiribati is the local variant of "Gilberts", derived from Kiribati's main island chain, the Gilbert Islands and its former colonial name, the Gilbert and Ellice Islands.

v. The Marshall Islands

The Marshall Islands officially the Republic of the Marshall Islands (RMI), is a Micronesian island nation in the western Pacific Ocean, located north of Nauru and Kiribati, east of the Federated States of Micronesia and south of the U.S. territory of Wake Island, to which it lays claim.

vi. Federated States of Micronesia

The Federated States of Micronesia is an island nation located in the Pacific Ocean, northeast of Papua New Guinea. The country is a sovereign state in free association with the United States. The Federated States of Micronesia were formerly part of the Trust Territory of the Pacific Islands, a United Nations Trust Territory under US administration. In 1979 they adopted a constitution, and in 1986 independence was attained under a Compact of Free Association with the United States. Present concerns include large-scale unemployment, overfishing, and dependence on U.S. aid.

The Federated States of Micronesia are located in the region known as Micronesia, which consists of hundreds of small islands divided in seven territories. The term Micronesia may refer to the Federated States or to the

region as a whole, even though the lack of a central government makes it a sovereign group of states, not a country.

vii. Nauru

Republic of Nauru is an island nation in the Micronesian South Pacific. The nearest neighbour is Banaba Island in the Republic of Kiribati, 300 km east. Nauru is the world's smallest island nation, covering just 21 km², the smallest independent republic, and the only republican state in the world without an official capital.

viii. Palau

Republic of Palau is an island nation in the Pacific Ocean, some 500 miles east of the Philippines and 2000 miles south of Tokyo. Having emerged from United Nations trusteeship in 1994, it is one of the world's youngest and smallest nations. In 1989 Palau was ranked and listed by CEDAM International as the ranking Number One Underwater Wonder of the World out of the seven underwater wonders.

ix. Papua New Guinea

Papua New Guinea is a country in Oceania, occupying the eastern half of the island of New Guinea and numerous offshore islands (the western portion of the island is occupied by the Indonesian provinces of Papua and West Papua). It is located in the southwestern Pacific Ocean, in a region defined since the early 19th century as Melanesia. Its capital, and one of its few major cities, is Port Moresby. It is one of the most diverse countries on Earth, with over 850 indigenous languages and at least as many traditional societies, out of a population of just under 6 million. It is also one of the most rural, with only 18 per cent of its people living in urban centres. The country is also one of the world's least explored, culturally and geographically, and many undiscovered species of plants and animals are thought to exist in the interior of Papua New Guinea.

Papua New Guinea is mostly mountainous with the highest peak, Mount Wilhelm at 4,509 m and mostly covered with rain forest, as well as very large wetland areas surrounding the Sepik and Fly rivers. The country is situated on the Pacific Ring of Fire, at the point of collision of several tectonic plates. There

are a number of active volcanoes and eruptions are frequent. Earthquakes are relatively common, sometimes accompanied by tsunamis.

The mainland of the country is the eastern half of New Guinea island, where the largest towns are also located, including the capital Port Moresby and Lae. Other major islands within Papua New Guinea include New Ireland, New Britain, Manus and Bougainville. Papua New Guinea is one of the few regions close to the equator that experience snowfall, which occurs in the most elevated parts of the mainland.

x. Solomon Islands

Solomon Islands are group of islands in the South Pacific Ocean, east of Papua New Guinea. Its capital is Honiara. The Solomon Islands are made up of 992 islands, of which 347 are inhabited. The country consists of a double chain of islands stretching over 1,600 km in a northwest-southeast axis from Papua New Guinea to Vanuatu and the northeast of Australia. The islands are known as the 'happy isles' as they have been rated as one of the happiest places on earth.

The majority of the population lives in traditional societies and practise subsistence-based agriculture. Some of the bitterest fighting of World War II occurred on these islands. Self-government was achieved in 1976 and independence two years later. Ethnic violence, government malfeasance, and endemic crime have undermined stability and civil society. Soaring mist enshrouded mountains preside above dense, abundant rainforest. Waterfalls and rivers cascade to an intricate coastline. Here, the villages and sun soaked golden beaches fringed with coconut palms lie scattered around lazy lagoons.

4. INBOUND TO SOUTH, SOUTH EAST AND NORTH EAST ASIA & OCEANIA

Inbound tourism to South, South East and North East Asia & Oceania is rising substantially. In a decade and half, the arrivals increased from 57.7 mn in 1990 to 156.2 mn in 2005, recording a great 170% growth.

Table 5 gives the data. The regions together got about 13% of global inbound tourism in 1990. The share rose to 17% in 2000 and further to 19% in 2005. The regions have great potentials; but these remain unexploited. The regions need to build their infrastructure further, to attract more tourists. The north east Asia is doing better than all the rest of the sub-regions. The poor

performer is the South Asia which includes India, Pakistan, Sri Lanka, etc all with well deserving tourism attractions.

Table 5: World International Tourist Arrivals to South, South East and North East Asia & Oceania

Destination	1990	1995	2000	2004	2005	Percent Share		
						1990	2000	2005
Asia and the Pacific	**57.7**	**85.0**	**114.9**	**152.5**	**156.2**	**13**	**16.8**	**19.3**
North-East Asia	28.0	44.1	62.5	87.6	87.5	6	9.2	10.8
South-East Asia	21.5	28.6	37.0	47.3	50.2	5	5.4	6.2
Oceania	5.2	8.1	9.2	10.2	10.6	1	1.4	1.3
South Asia	3.2	4.2	6.1	7.5	7.9	1	1.0	1.0
World	**441.0**	**538.0**	**681.0**	**763.0**	**808.0**	**100**	**100.0**	100

Source: UN World Tourism Organization

The projected arrivals for 2010 and 2020 are given in table 6. Asia-Pacific region which includes the North-east and South-east Asia and the Oceania is enhancing its share consistently from 14.4% in 1995 to 19.4% in 2010 and further to 25.4% in 2020. The south Asia is inching to reach the 1% share by 2010 and improve it to 1.2% in another 10 years by 2020.

Table 6: World International Tourist (Projected) Arrivals to Regions of South, South East and North East Asia & Oceania

Foreign tourist arrivals by Region	Actual arrivals 1995	Forecast Arrivals 2010	Forecast Arrivals 2020	Annual Growth rate 2020/1995	% share 1995	% share 2010	% share 2020
Asia-Pacific	81.4	195.2	397.2	6.5	14.4	19.4	25.4
South Asia	4.2	10.6	18.8	6.2	0.7	1.1	1.2
Total	**565.4**	**1,006.4**	**1,561.1**	**4.1**	**100**	**100**	**100**

Source: UN World Tourism Organization

The annual compound growth rates of inbound tourism to Asia-Pacific region are given for many periods. In all the periods, the Asia-Pacific inbound tourism arrival growth rates outpaced that of the World growth rates, by a good

margin. Table 7 gives the rates. Asia-Pacific region has good attractions and have opened their economies as well. There is a global interest in this region as global business opportunities increase. Further, for the Western tourists some un-chartered virgin tourism attractions here in the Asia-Pacofic region are a real treat.

Table 7: Average annual compound growth (%) in Tourist Arrivals to South East and North East Asia & Oceania

Years	World	Asia-Pacific	Years	World	Asia-Pacific
1950-2000	6.8	13.2	1990-2000	4.4	7.1
1950-1960	10.6	14.1	1980-1985	2.9	7.3
1960-1970	9.1	21.6	1985-1990	6.6	11.5
1970-1980	5.3	14.2	1990-1995	4.1	8.0
1980-1990	4.7	9.4	1995-2000	4.8	6.2
1990-2000	4.4	7.1	2000-2005	3.5	6.3

Source: UN World Tourism Organization

Share in Tourism Receipts by South, South East and North East Asia & Oceania: Yet another measure of inbound tourism market is the flow of travel earnings. Asia-Pacific is making roughly 20% of world tourism receipts. Out of $ 524 bn travel earnings booked globally, Asia – Pacific got 94.9% in 2003 making up a share of 18.1%. the figures respectively rose in 2004 to $ 623 for te world, $125bn for Asia-Pacific and 20.1% for the Asia-Pacific region. North-east accounted for one-half of the Asia-Pacific market, while the rest 3 sub-regions make up the rest of half. The poor show of South Asia is a cause for concern. Even the Oceania has a respectable share in global travel earnings.

Table 8: Regional Market Share in International Tourism Receipts by South, South East and North East Asia & Oceania

Regions	2003 bn $	2004 bn $	Per Arrival $ spend level, 2004	Market share %, 2003	Market share %, 2004
Asia - Pacific	**94.9**	**125.0**	**820**	**18.1**	**20.1**
North-East Asia	47.1	63.6	730	9.0	10.2
South-East Asia	24.3	31.8	670	4.6	5.1

Oceania	17.6	22.3	2,190	3.4	3.6
South Asia	5.8	7.3	980	1.1	1.2
World	**524.0**	**623.0**	**820**	**100**	**100.0**

Source: World Tourism Organization

5. OUTBOUND FROM SOUTH, SOUTH EAST AND NORTH EAST ASIA & OCEANIA

A region's affordability to send people on tourism abroad is the real test of development. The Asia-Pacific share in global outbound is rising. From 13.6% in 19909, the figure rise to 16.5% in 1995 and further to 17.4% in 2000. Better performance was recorded in 2004 with a close to 1/5th share or 20%. India's outbound has been raising significantly of late.

Table 9: Major Regions Generating Out-bound Tourism South, South East and North East Asia & Oceania

Out bound tourists From	**1990**	**1995**	**2000**	**2001**	**2002**	**2003**	**2004**
Asia - Pacific	59.8	88.8	118.3	120.6	130.8	120.6	151.2
% Share	13.6	16.5	17.4	17.7	19.2	17.5	19.8
World	**440.6**	**538.1**	**680.6**	**680.4**	**700.4**	**689.7**	**763.3**

Source: World Tourism Organization

Outbound tourism growth exhibits disposable affluence. Those countries with higher per capital GDP contribute to this much.

Outbound tourism of China: In the region, the largest outbound generator of tourism is China. In the year 2006, according to official statistics, approximately 34 million Chinese tourists went abroad. This made China the largest outbound travel market in whole Asia. This year's tourists are still increasing. In the first half of 2007 the outbound travel market has increased by 14.04%. China's outbound is given in table 10. Border crossings of Mainland Chinese citizens to other Asian countries increased in 2007 compared to 2006 by 20%, most of these trips terminating in Hong Kong and Macao. Outbound tourism to Non-Asian destinations increased by 10%, with the less popular destinations Africa and Oceania catching up with double-digit growth rates against the more popular destinations Americas and Europe, which register high single-digit growth rates.

Asia amounts for more than 90% of all border crossings, the total number of non-Asian travels is still below 4 million travels. Compared to the total population, statistically 27 out of 1,000 Chinese visited Asian destinations, 3 out of 1,000 Chinese visited trans-continental destinations in 2007. Table 10 gives the data.

Table 10: China Outbound Data for 2007

Destination	Outbound travelers in 2007	Increase compared to 2006	Destination	Outbound travelers in 2007	Increase compared to 2006
Asia	36.3 Million	20.1%	Oceania	0.5 Million	11.5%
Europe	2.0 Million	7.4%	Africa	0.3 Million	36.2%
Americas	1.0 Million	9.8%	TOTAL	40.95 Million	18.6%

Top 20 Spending nations on international tourism: Most liberal money-spenders are tourists from Germany (in 2005 they spent $72.7 billion), USA ($69.2 billion), UK ($59.6 billion), Japan ($37.5 billion), France ($31.2 billion), Italy ($22.4 billion), China ($21.8 billion), Canada ($18.4 billion), Russia ($17.8 billion), and the Netherlands ($16.2 billion). Spending depends on length of tour period as well. According to the International Labor Organization, the longest vacations are enjoyed by citizens of Italy (42 days on the average), France (37), Germany (35), Brazil (34), UK (28), and Canada (26). In South Korea and Japan the average vacation length is 25 days. In USA, it is 13 days.

Economic comfort will make people not only going on tours, but also spend more on tours. Table 11 lists top 20 high spending nationalities on outbound tourism. Of the top 20 countries 6 are from the South. South East and North East Asia & Oceania region. China, Russia, Hong Kong, Rep. Korea, Australia and Taiwan are among the top spenders on outbound tourism.

Table 11: Countries from South, South East and North East Asia & Oceania Ranking among the Top 20 Spending nations on international tours

Global Rank	Top 20 tourism spenders	2002 Bn $	2003 Bn $	2004 Bn $	Market share in 2004	Population (million) 2004	Per capita tourism spend level
7	China	15.4	15.2	19.1	3.1	1,299	15

10	Russia	11.3	12.9	15.7	2.5	144	109
12	Hong Kong	12.4	11.4	13.3	2.1	7	1934
16	Rep. Korea	9.0	8.2	9.9	1.6	48	204
17	Australia	6.1	7.3	9.4	1.5	20	472
20	Taiwan	7.0	6.5	8.2	1.3	23	359
	World	**485**	**524**	**623**	**100**	**6,373**	**98**

Source: UN World Tourism Organization

QUESTIONS

1. Present an Account of the South-east Asian tourism attractions
2. Present an Account of the North-east Asian tourism attractions
3. Give a picture of the South Asian Tourism Market attractions
4. Present an Account of the Oceania nations tourism attractions
5. Present the Inbound and Outbound tourism in Asia-Pacific regions.

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UNIT IV: WORLD TOURISM:

GROWTH TREND

SYLLABUS COVERED: World Tourism: World tourism trend – Growth and prospects of growth- Share of major regions and trend thereof – Trend in inbound and outbound tourism – Trend in International and Domestic tourism across the globe.

OBJECTIVES

1. To present an account of the growth in World Tourism Arrivals
2. To present an account of the share of major regions in Tourism : Inbound and Outbound
3. To present an account of major tourism generating markets/nations
4. To present an account of the growth in Domestic Tourism Arrivals

It is accepted the world over that tourism could be an accelerator to economic growth. As such, it is but natural that every country tries to outdo others in soliciting more and more international tourists, encouraging them to stay longer, etc., by providing varied facilities, comforts and entertainments. Both private and public sector undertakings do a lot to attract more tourists. As such, there has been an increase in international tourists the world over. The foreign tourist arrivals to different destinations in the world have also been on the increase through-out, as would be seen later in this unit. In this unit an attempt is made to study the growth trend in the world tourist arrivals, tourist arrivals to different regions and selected countries in each region, foreign exchange earnings by the world through travel and tourism, the top tourism attractions in the world by visitor arrivals and by spending, the domestic tourism in India and its contributions to exchequer and related issues.

1. WORLD FOREIGN TOURIST ARRIVALS: GROWTH & FACTORS

International tourist arrivals for the world as a whole have been on the increase since 1950. The increase has been very much phenomenal and experts predict that "tourism is on the way to becoming the world's largest industry". International tourist arrivals are given in Table 1 for 1950 through 2007.

It could be seen that from 27 million international tourists in 1950, the number has risen to 279 million in 1980, recording an increase of 9 times or 900 per cent in 30 years. The annual average growth works out to 30 per cent. From 1980, it took 27 years for the figure to treble to 888 million tourists in 2007. From 1950 to 2007, in 57 years, tourism growth recorded about 3280% or annual simple growth of 57%. The Compounded Annual Growth Rate (CAGR) worked out to 6.5%.

Table 1: World International Tourist Arrivals

Year	No. of tourists (In million)	Year	No. of tourists (In million)	Year	No. of tourists (In million)
1950	27	1983	312	1996	575
1955	44	1984	317	1997	598
1960	71	1985	322	1998	617
1965	114	1986	341	1999	641
1970	168	1987	359	2000	686
1975	207	1988	381	2001	684
1976	227	1989	403	2002	703
1977	244	1990	420	2003	691
1978	259	1991	442	2004	766
1979	270	1992	459	2005	808
1980	279	1993	481	2006	842
1981	290	1994	509	2007	898
1982	296	1995	545	2008e	960

Sources: 1. World Tourism Organization

2. Tourism Industry in India, HPH, Bombay– Dr.M.Selvam

3. World Travel and Tourism Council

3. For some years Interpolation was used to get the figures

1.1. World International Tourist Arrivals to different Regions of the World

The world international tourism market is skewed in distribution. Table 2 details the data region by region, besides sub-regions in each region. The Europe is the biggest single market attracting 444 million tourists in 2005, accounting

for 55% of the world tourists aggregating to 808 million. Within Europe the Western Europe and the Southern/Mediterranean Europe, mostly representing the capitalist block of Europe comprising Spain, Germany, Switzerland, Norway, Sweden, UK, Belgium, Austria, Italy, Greece, etc, attract 38% of global international tourist arrivals. Sure, the world's most beautiful tourist spots there in these countries attract most of the tourists. Much of this concentration is due to intra-regional tourists flow.

Table 2: World International Tourist Arrivals to different Regions of the World

Destination	**1990**	**1995**	**2000**	**2004**	**2005**	**Share 2004**	**Share 2005**
Europe	264.8	309.3	384.1	416.4	444	54.5%	55.0%
Northern Europe	30.3	39.4	44.6	48.4	51.8	6.3%	6.4%
Western Europe	108.6	112.2	139.7	138.7	141.1	18.2%	17.5%
Central/East Europe	32.0	55.0	59.1	78.4	92.3	10.3%	11.4%
South/Mediterranean Europe	93.9	102.7	140.8	150.9	158.8	19.8%	19.7%
Asia and the Pacific	**57.7**	**85.0**	**114.9**	**152.5**	**156.2**	**20.0%**	**19.3%**
North-East Asia	28.0	44.1	62.5	87.6	87.5	11.5%	10.8%
South-East Asia	21.5	28.6	37.0	47.3	50.2	6.2%	6.2%
Oceania	5.2	8.1	9.2	10.2	10.6	1.3%	1.3%
South Asia	3.2	4.2	6.1	7.5	7.9	1.0%	1.0%
Americas	**92.8**	**109.0**	**128.2**	**125.8**	**133.1**	**16.5%**	**16.5%**
North America	71.7	80.7	91.5	85.8	89.4	11.2%	11.1%
Caribbean	11.4	14.0	17.1	18.2	19.2	2.4%	2.4%

Central America	1.9	2.6	4.3	5.8	6.6	0.8%	0.8%
South America	7.7	11.7	15.2	16.0	18.0	2.1%	2.2%
Middle East	**10.0**	**14.3**	**25.2**	**35.4**	**38.4**	**4.6%**	**4.7%**
Africa	**15.2**	**20.4**	**28.2**	**33.2**	**36.7**	**4.4%**	**4.5%**
North Africa	8.4	7.3	10.2	12.8	13.6	1. %	1.7%
Sub-saharan Africa	6.8	13.2	18.0	20.4	23.1	2.7%	2.8%
World	**441.0**	**538.0**	**681.0**	**763.0**	**808.0**	**100.0%**	100%

Source: World Tourism Organization

The Asia-Pacific region comes next way down with just about 20% of world foreign tourists patronizing this region. China, India, Japan, Australia, Thailand, etc are representing this region. But only 1 in 5 global tourists visit this place.

The American region comes third just with about 17% or 1 in 6 of world foreign tourists patronizing this region. The USA is there, the Canada is there and in the South the Mexico, further south the Argentina, Brazil, Chile and other countries exist.

Africa and Middle East are to content with under 5% share, each, in the global foreign tourist arrivals. The climatic factor in Middle-east, poor infrastructure in Africa, saving South Africa, are among the top reasons for low share. But the trend in the share is encouragingly inching upward. Middle-east wasn't caring to attract international tourists until recently. Now the region is unfolding itself to the tourists with Shopping Festivals, Sporting Events and the like. In 2007 Europe accounted for 480 million. Destinations like Turkey (+18%), Greece (+12%) and Portugal (+10%) or Italy and Switzerland (both at +7%) are proof of the positive impact of the continued economic pick-up of the region in 2007

1.2. Contributing Factors to the Growth

Large-scale movement of tourists presupposes the existence- of three essential elements, namely, discretionary income, discretionary time and

discretionary mobility. Over a period of time the general economy of many countries has substantially improved, particularly so with the technically and scientifically advanced countries. The people of these countries have **'discretionary income'**. Further, the income elasticity of demand for tourism is more than unity. Researches prove this point as most of the respondent tourists preferred tourism and travel, given an incremental income rather than purchasing consumer durables or making long-term investment. That is to say, there is both discretionary income and tourism consciousness leading to large number of people taking to travel and tourism.

Discretionary time is equally essential. It refers to free time at the disposal of the people as distinct from essential time- time spent in factory, office, etc. One of the privileges of modern society is that it is left with comparatively more discretionary time. In fact the average work week now is almost just half of what it was in the early industrial period. For instance, "the average work week in the United States in the 1860s was 70 hours. By the 1980s, this amount had been cut in half". Perhaps this is almost universal, thanks to the technological development. In fact the number of paid holidays and all types of leave privileges together will exceed the work days in a year! With more discretionary time people will be encouraged to go on tour or pursue other leisure activities.

Thirdly, there must be **discretionary mobility.** This is ensured by the breaking down of 'walls' hindering mobility since World War II through political settlements, technological developments in transportation and communication reducing the whole world into a 'global village' rendering it within reach in a few hours of journey.

For tourism to blossom, there must be the above three discretionary variables. Today these elements coupled with the 'urge' of the people to travel for a change and with the marketing pulls and promotions of the various tourism product marketers have resulted in mass movement of tourists; Hence the phenomenal increasing trend in world tourism leading to mass tourism

Tourism demand depends above all strongly on the economic conditions in major generating markets. When economies grow, levels of disposable income will usually also rise. A relatively large part of discretionary income will typically be spent on tourism, in particular in the case of emerging economies. A tightening of the economic situation on the other hand, will often result in a decrease or trading down of tourism spending.

In general, the growth of international tourism arrivals significantly outpaces growth of economic output as measured in Gross Domestic Product (GDP). In years when world economic growth exceeds 4 per cent, the growth of tourism volume tends to be higher. When GDP growth falls below 2 per cent, tourism growth tends to be even lower. In and GDP at 3.5 per cent, i.e. tourism grew on average 1.3 times faster than GDP. During the period 1975-2000 tourism increased at an average rate of 4.6 per cent a year.

Why the share of Asia-Pacific and Americas are smaller than the Europe?

Is Europe region offering such great attractions, that the Americas or the Asia- Pacific could not? The answer is an emphatic 'No'. This is due to a statistical flaw. A person is reckoned as a foreign tourist even though he might not have traveled hardly beyond few hundred miles, but had crossed international borders, since many a nations might be situated contiguously in a limited geographical area. This is the case with the European region. Thus lots of short-hauls make into world international tourism in Europe region. This is not so as far as Americas is concerned or the Asia-Pacific. A person in US even after traveling few thousand miles, he might not have crossed into Canada border to be reckoned as a foreign tourist. He is rightly contributing to domestic tourism of US and the World, but not to foreign tourism of world. You know the European countries are now going for common currency. This is monetary union. One fine morning, say the European countries unite to become something like United States of Europe. Then any person traveling within that United States of Europe would not be reckoned as foreign tourist, but only a domestic tourist.

1.3. World International Tourist (Projected) Arrivals to Regions of the World

The forecast of international tourist arrivals for different continent regions is showing a contrasting picture between 1995 and 2020. Table 3 gives the data.

By 2020 world international tourist arrivals are expected to reach 1,561 million tourists, about twice the 2005 arrivals figure. Two regions are reportedly to click a drop in share in global international tourist arrivals. And the regions are the Americas and the Europe. The Americas region is slated to a falling share to 18.1%. Big drop in share is seen in the Europe. Perhaps by then people might become weary of European delights.

Other regions are forecast to scale up their share in global foreign tourist arrivals. The African region is expected to up its share to 5% by 2020. The Middle-east, South Asia and East Asia-Pacific regions are poised for a substantial increase.

The intra-regional flow of foreign tourists is the bigger market with 82.1% share in 1995 and this figure is to fall down to 78.6% in 2010 and further down to 75.8% in 2020. The drop in share in this segment is the gain in the long-haul tourism to reach a higher share of 24.2% or nearly 1 in four. Actually the higher regional share of Europe is principally due to more intra-regional tourist flows. As the intra-regional tourists flow is expected to fall, the share of Europe itself should fall as the forecast data tell.

Table 3: World International Tourist (Projected) Arrivals to Regions of the World

Foreign tourist arrivals by Region	Actual arrivals 1995	Actual arrivals 2007	Forecast Arrivals 2010	Forecast Arrivals 2020	Annual Growth rate 2020/1995	% share 1995	% share 2020
Africa	20.2	44	47.0	77.3	5.5	3.6	5.0
Americas	108.9	143	190.4	282.3	3.9	19.3	18.1
East Asia/Pacific	81.4	177	195.2	397.2	6.5	14.4	25.4
Europe	338.4	480	527.3	717.0	3.0	59.8	45.9
Middle East	12.4	46	35.9	68.5	7.1	2.2	4.4
South Asia	4.2	8	10.6	18.8	6.2	0.7	1.2
Intraregional	464.1	NA	790.9	1,183.3	3.8	82.1	75.8
Long-Haul	101.3	NA	215.5	377.9	5.4	17.9	24.2
Total	**565.4**	**898**	**1,006.4**	**1,561.1**	**4.1**	**100**	**100**

Source: World Tourism Organization

In 2007, Middle East totaled 46 million international tourist arrivals and continues to be one of the tourism success stories of the decade so far, despite ongoing tensions and threats. The region is emerging as a strong destination with visitor numbers climbing much faster than the world total, with Saudi Arabia and Egypt among the leading destinations in growth in 2007. Against the

background of a strong growth of above 7% per year since 2000, Asia and the Pacific is also pushing international tourism and attracted 185 million visitors. While Japan (+14%) has taken off as a destination, Malaysia (+20%) Cambodia (+19%), Vietnam (+16%), Indonesia (+15%), India (+13%) and China (+10%) keep improving their growth rates. With an estimated total of 44 million international travelers, Africa confirmed its good momentum, sustaining the growth of 2006 and is now averaging a 7% growth a year since 2000. In 2007, North Africa (+8%) appears to have done slightly better than Sub-saharan Africa (+7%), primarily due to Morocco's 14% rise. While in Sub-saharan Africa a number of countries have turned in good results, awareness of South Africa has continued to grow in the build-up to the country's hosting of the FIFA Soccer World Cup in 2010. The Americas region regained vigour and more than doubled its growth rate after the 2% growth of 2006. Backed by the rebound of the US inbound market (+10%) and the strong performance of Central and South American destinations which were favoured by the strong euro and a steady tourism flows from the USA. The world's largest destination region with a share of 53.5% of all international tourist arrivals, Europe is growing above average and totaled 480 million tourists in 2007. Destinations like Turkey (+18%), Greece (+12%) and Portugal (+10%) or Italy and Switzerland (both at +7%) are proof of the positive impact of the continued economic pick-up of the region in 2007.

1.4 Growth Rate in International Tourist arrivals : World and Different Regions

Different regions record different growth rates in different periods of time. The relevant data are given in table 4. In the long period, 1950 to 2000, foreign tourist arrivals at the world level grew at an average compound growth rate of 6.8%. The relevant figure for Asia-Pacific at 13.2% is the highest of all regions, followed by Middle-East with 10.2%, followed by Africa with 8.3%. When we take a long period, like the one here above, regions with lower arrivals in the base or earlier period would click higher growth rate, even with modest performance in the latest period. The three regions with higher growth rates exactly fall in this case only. We need to consider shorter periods, therefore. A latest shorter period is 2000-2004. The world level annual compounded growth rate was 3.5% only, in the shorter recent period 2000-2005, as against 6.8% in the long-period, that is 1950-2000. For Asia-Pacific the per cent growth during

2000-05 was only 6.3%, for Middle-east a healthy 8.9% and so on. The Americas region however recorded a less than 1% compound growth.

The decennial compound growth rates at the globe level show a secular decline from 10.6% in the first decennium covered here, 1950-60, to 9.1% during 1960-70 and so on to reach a bottom of 4.4% 1990-2000. For most regions, the decades 1960-70 and 1970-80 have been found to be good.

Table 4: Average annual compound growth (%) in International Tourist Arrivals

Years	World	Africa	America	Asia-Pacific	Europe	Middle East
1950-'00	**6.8**	**8.3**	**5.8**	**13.2**	**6.5**	**10.2**
1950-'60	10.6	3.7	8.4	14.1	11.6	12.3
1960-'70	9.1	12.4	9.7	21.6	8.4	11.5
1970-'80	5.3	11.7	4.0	14.2	4.6	14.9
1980-'90	4.7	7.6	4.1	9.4	4.1	3.0
1990-'00	4.4	6.4	3.3	7.1	3.8	9.7
1980-'85	2.9	5.7	0.9	7.3	2.8	2.5
1985-'90	6.6	9.6	7.3	11.5	5.5	3.5
1990-'95	4.1	6.2	3.3	8.0	3.1	7.3
1995-'00	4.8	6.6	3.3	6.2	4.4	12.0
2000-'05	3.5	5.0	0.8	6.3	3.0	8.9

1.5 Regional Analysis of Tourist arrivals

The region-wise tourist arrivals are dealt here.

1.5.1 International Tourist Arrivals Europe Region

European Region is the most attractive tourism destination. This region is the biggest beneficiary of global tourism. More than 50% of global tourists have their destinations in Europe. The world's largest destination region with a share of over 53% of all international tourist arrivals, Europe is growing above average and totalled 480 million tourists in 2007. Destinations like Turkey (+18%), Greece (+12%) and Portugal (+10%) or Italy and Switzerland (both at

+7%) are proof of the positive impact of the continued economic pick-up of the region in 2007.

Europe is partially supported by intra-region tourists' patronage. Within Europe, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 5 gives the data for 2003 and 2004. France and Spain are the front runners in both arrivals and earnings. The third and fourth places go to Italy and UK. Following are Germany, Austria, Turkey and so on.

Table 5: International Tourist Arrivals: European Destinations

Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004	Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004
Austria	19,078	19,373	4.7	Norway	3,269	3,600	0.9
Belgium	6,690	6,710	1.6	Poland	13,720	14,290	3.4
Croatia	7,409	7,912	1.9	Portugal	11,707	11,617	2.8
Czech Rep	5,076	6,061	1.5	Russian	8,521	9,164	2.2
France	75,048	75,121	18.0	Spain	51,830	53,599	12.9
Germany	18,392	20,137	4.8	Sweden	2,952	3,003	0.7
Greece	13,969	–	–	Switzerland	6,530	–	–
Hungary	–	12,212	2.9	Turkey	13,341	16,826	4.0
Ireland	6,764	6,982	1.7	Ukraine	12,514	15,629	3.8
Italy	39,604	37,071	8.9	UK	24,715	27,755	6.7
Netherlands	9,181	9,646	2.3	**Total**	**396,579**	**416,362**	**100**

1.5.2. International Tourist Arrivals: Asia-Pacific Region

In 2007, Asia-Pacific region is pushing international tourism and attracted 185 million visitors. While Japan (+14%) has taken off as a destination, Malaysia (+20%) Cambodia (+19%), Vietnam (+16%), Indonesia (+15%), India (+13%) and China (+10%) keep improving their growth rates.

Asia Pacific Region is the second largest puller of tourists from the world, including intra-regional tourism. Within the region, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 6 gives the data for 2003 and 2004.

Table 6: International Tourist Arrivals: Asia -Pacific Destinations

Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004	Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004
Australia	4,354	---	--	Macao	6,309	8,324	5.5
China	32,970	41,761	27.4	Malaysia	10,577	15,703	10.3
Guam	910	1,160	0.8	New Z'land	2,104	2,348	1.5
Hong Kong	15,537	21,811	14.3	Philippines	1,907	2,291	1.5
India	2,726	3,371	2.2	Singapore	5,705	—	--
Indonesia	4,467	5,321	3.5	Taiwan	2,248	2,950	1.9
Iran	1,546	1,659	0.1	Thailand	10,004	11,651	7.6
Japan	5,212	6,138	4.0	**Total**	**119,255**	**152,543**	**100**
Korea	4,753	5,818	3.8				

The single largest destination in terms of arrivals happened to be the Republic of China. China has the attractions and the brand image. It is a big country. It is a big economy. World's largest MNCs have their business outlets there. World's production and assembly hub is China. So it could boast of a superior economic growth, infrastructural development and increasing share in global trade. All this translated into an edge to project the country as a major attraction. And the country is atop with 27.4 % share in arrivals in 2004.

Hong Kong, Malaysia, Thailand and Macao are other bigger destinations with share in arrivals of the order of 14.3%, 10.3%, 7.6% and 5.5% respectively in 2004.

The case of India is very minimal. Just 2.2% share of the tourists flow into the region. It needs a deep research to unearth the reasons for failure of India in attracting more foreign tourists, despite its cultural heritage, exotic beaches, lush green valleys, architectural antiquity, historical sites, temples of diverse deities and religions and so on.

Despite a series of problems in recent years, the SARS, Tsunami, Earthquakes, Floods, Insurgency, Asian tourism has increased its resilience and become the motor of tourism growth worldwide. The global pattern of tourist flows is being redrawn with one out of every five international tourists now

choosing a destination in Asia and increasing numbers of Asian themselves travelling overseas. An estimated 156 million tourists visited the region in 2005, up more than 7% over the previous year despite the devastating Indian Ocean Tsunami.

The Ministerial Roundtable on Asia-Pacific Tourism Policies revealed 15 megatrends, among them:

- Asian tourism is becoming more activity-based rather than destination based;
- Asia is becoming a convention hub;
- Low cost carriers are driving tourism growth in the region;
- India is Asia's leader in real tourism growth.

The experience of joining together with the private sector to overcome crises made the tourism sector stronger than ever. The tight coordination that emerged has helped the region reach new heights.

1.5.3 International Tourist Arrivals: Middle East Region

Middle East Region is the budding region with smaller share, but recording speedier growth, fuelled by intra-regional tourism as well. In 2007, the Middle East totaled 46 million international tourist arrivals and it continues to be one of the tourism success stories of the decade so far, despite ongoing tensions and threats. The region is emerging as a strong destination with visitor numbers climbing much faster than the world total, with Saudi Arabia and Egypt among the leading destinations in growth in 2007.

Within the region, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 7 gives the data for 2003 and 2004.

Table 7: International Tourist Arrivals: Middle East Destinations

Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004	Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004
Bahrain	2,955	–	–	Saudi Arabia	7,332	8,580	24.2
Egypt	5,746	–	–	Syria	2,788	3,032	8.6

Jordan	2,353	2,853	8.1	UAE	5,871	–	–
Lebanon	1,016	1,278	3.6	**Total**	**29,999**	**35,391**	**100**

Saudi Arabia and Egypt are the major destinations, together accounting for 50% of arrivals to the region. United Arab Emirates, Jordan and Syria take the next three places as important destinations. UAE is playing the modernity, pomp and multi-culture cards to boost tourism, while the rest project their history and culture. The Sultanate of Oman, with Muscat as the capital is emerging to be a great regional attraction with some finest tourist wonders, including blow-holes in the sea shores, a chill-climate Salala region in the southern tip of Oman and zero-gravity point. This region is poised for growth, given the riches from surging oil prices.

1.5.4 International Tourist Arrivals: Americas Region

In 2007, the Americas region regained vigour and more than doubled its growth rate after the 2% growth of 2006. Backed by the rebound of the US inbound market (+10%) and the strong performance of Central and South American destinations which were favoured by the strong Euro and weak dollar and a steady tourism flows from the USA.

Americas Region is the third biggest region, with growth fuelled by its brand image as the world's richest economy, technical sophistications, the most preferred work place by the English speaking youth of the world, complemented by tourism attractions of world fame. Within the region, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 8 gives the data for 2003 and 2004.

Table 8: International Tourist Arrivals and Earnings: Americas Destinations

Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004	Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004
Argentina	2,995	3,353	2.7	Jamaica	1,350	1,415	1.1
Bahamas	1,510	1,561	1.2	Mexico	18,665	20,618	16.4
Brazil	4,091	4,725	3.8	Peru	1,024	1,203	1.0
Canada	17,534	19,150	15.2	Puerto Rico	3,228	3,541	2.8
Chile	1,614	1,785	1.4	United	41,218	46,077	36.6

Costa Rica	1,239	1,453	1.2	Uruguay	1,420	1,756	1.4
Cuba	1,847	2,017	1.6	**Americas**	**113,093**	**125,757**	**100**
Dominica	3,282	3,450	2.7				

The star of the region, without any second thought, is the United States of America accounting for over a-third of tourists arrivals and over one-half of tourism earnings. A vast country, where tourists have to spend more visitor nights to have some glimpse of the world's leader in many a way, the earnings share far exceeds that of tourists flows. Next comes Canada, followed by Mexico. These 3 countries in the North America together take a chunk, as high as, 70 to 75% of arrivals and earnings, leaving a paltry quarter to dozens of countries in the South America and the Caribbean. This is a high degree of lopsidedness, apparently speaking. Considering the vastness of these 3 nations, the situation should not be viewed so. In the South America, Brazil, Argentina and Chile are note-worthy players.

1.5.5 International Tourist Arrivals: Africa Region

With an estimated total of 44 million international travelers in 2007, Africa confirmed its good momentum, sustaining the growth of 2006 and is now averaging a 7% growth a year since 2000. In 2007, North Africa (+8%) appears to have done slightly better than Sub-saharan Africa (+7%), primarily due to Morocco's 14% rise. While in Sub-saharan Africa a number of countries have turned in good results, awareness of South Africa has continued to grow in the build-up to the country's hosting of the FIFA Soccer World Cup in 2010.

However, Africa Region is the least player. But reportedly it is with potentials. Within the region, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 9 gives the data for 2003 and 2004.

Table 9: International Tourist Arrivals and Earnings: Africa Destinations

Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004	Destination	2003 Arrival 000s	2004 Arrival 000s	% share 2004
Africa	30,763	33,222	100	Reunion	432	430	1.3
Algeria	1,166	1,234	3.7	Seychelles	122	121	0.4

Botswana	975	–	–	Tanzania	552	566	1.7
Ghana	483	–	–	South Africa	6,640	6,815	20.5
Kenya	866	1,132	3.4	Tanzania	552	566	1.7
Mauritius	702	719	2.2	Tunisia	5,114	5,998	18.1
Morocco	4,761	5,501	16.6	Zambia	578	–	–
Namibia	695	–	–	Zimbabwe	2,256	1,854	5.6

The lead player in the Africa region is the South Africa with 20.5% share in arrivals Morocco comes second, followed by Tunisia. Zimbabwe's share in arrivals is also good at about 6%. Mauritius is attracting less, 2.2% only.

1.6 Top 10 Countries by International Tourists Arrivals

The international tourist arrivals varied across nations. Nations with better destination brand equity have attracted more tourists from rest of the world. The top 10 countries in 2003 and 2004 in terms of tourist arrivals as well as foreign exchange earnings are presented in table 10.

France came on the top of the world countries by arrival of foreign tourists accounting for 10.9% in 2003 and 9.8% in 2004. For the second position came Spain with 7% share in global foreign tourism. The USA grabbed the third place with 6% of world international tourists visiting the nation. Of the top 10, 2 belonged to the Americas region, 6 belonged to the Europe region and 2 countries to the Asia-Pacific region.

Table 10: Top 10 Destinations by International Tourist Arrivals

International Tourist Arrivals				International Tourist Arrivals			
Destination	**2003**	**2004**	**Market share% 2004**	**Destination**	**2003**	**2004**	**Market share% 2004**
1 France	75.0	75.1	9.8	6 UK	24.7	27.8	3.6
2 Spain	51.8	53.6	7.0	7 Hong	15.5	21.8	2.9
3 USA	41.2	46.1	6.0	8 Mexico	18.7	20.6	2.7
4 China	33.0	41.8	5.5	9 Germany	18.4	20.1	2.6
5 Italy	39.6	37.1	4.9	10 Austria	19.1	19.4	2.5

1.7 Top 25 Destinations in terms of International Tourist Arrivals

International Tourist arrivals for top 25 destinations for 2002- 2004 are given in Table 11. Apart the top 10 seen above, more countries from Europe get into the list. Turkey, Poland, Ukraine, Portugal, Greece, Hungary, Russian Federation, The Netherlands, Croatia and Ireland, all from the Europe enter the list. In all of the top 25, 17 belong to the Europe region. Malaysia, Thailand, China, Hong Kong and Macao –China represent the Asia-Pacific region. The top 25 account for 71% of international tourists the world over in 2004.

Table 11: Top 25 Destinations in terms of International Tourist Arrivals

Destination	2002	2003	2004	Share in 2004	Arrival per 100 of population
1 France	77	75	75.1	9.8	124
2 Spain	52.3	51.8	53.6	7.0	133
3 United States	43.6	41.2	46.1	6.0	16
4 China	36.8	33	41.8	5.5	3
5 Italy	39.8	39.6	37.1	4.9	64
6 United Kingdom	24.2	24.7	27.8	3.6	46
7 Hong Kong	16.6	15.5	21.8	2.9	318
8 Mexico	19.7	18.7	20.6	2.7	20
9 Germany	18	18.4	20.1	2.6	24
10 Austria	18.6	19.1	19.4	2.5	237
11 Canada	20.1	17.5	19.2	2.5	59
12 Turkey	12.8	13.3	16.8	2.2	24
13 Malaysia	13.3	10.6	15.7	2.1	67
14 Ukraine	10.5	12.5	15.6	2.0	33
15 Poland	14	13.7	14.3	1.9	37
16 Greece	14.2	14	12.8	1.6	131
17 Hungary	..	..	12.2		122
18 Thailand	10.9	10	11.7	1.5	18
19 Portugal	11.6	11.7	11.6	1.5	110
20 Netherlands	9.6	9.2	9.6	1.3	59
21 Russian Fedn.	7.9	8.5	9.2	1.2	6
22 Saudi Arabia	7.5	7.3	8.6	1.1	33

23 Macao -China	6.6	6.3	8.3	1.1	1869
24 Croatia	6.9	7.4	7.9	1.0	176
25 Ireland	6.5	6.8	7.0	0.9	176
World	**700**	**690**	**763**	**100**	**11**

International tourist arrivals in a country in relation to domestic population, gives an indication of the popularity of the destination. This ratio, for the world as such was 11 per 100, in 2004, simply = [Tourists arrivals / World population] x 100. Against this world average 11, a highest ratio of 1869 was recorded by Macao under China. The tourists out number the domestic population 18 times more. This is astonishing in deed. This is followed by Hong Kong, another province of China, with the ratio ticking 318. That is in Hong Kong 3 out of 4 persons, are foreign tourists. These nations are followed by France, Spain, France, Austria, Hungary. Ireland, and so on.

1.8 Out-bound Tourism – Major Source Regions

So far we dealt with tourist arrivals or the inbound tourism. Now outbound international tourism is studied. The richest countries are generators of outbound of tourism. Table 12 gives the major generators of outbound tourism.

Table 12: Major Regions Generating Out-bound Tourism

Out bound From	**1990**	**1995**	**2000**	**2001**	**2002**	**2003**	**2004**	**% share in 2004**
Europe	252.5	307.2	389.5	390.4	401.6	406.7	431.3	56.5
Asia -Pacific	59.8	88.8	118.3	120.6	130.8	120.6	151.2	19.8
Americas	99.3	108.0	130.7	125.5	121.2	115.4	127.7	16.7
Middle East	8.5	10.4	15.2	16.3	18.3	17.9	22.0	2.9
Africa	9.9	13.0	16.5	16.5	17.6	17.6	18.2	2.4
Unspecified	10.6	10.8	10.5	11.2	10.9	11.5	12.9	1.7
Same region	351.9	430.5	537.9	546.0	566.8	560.2	617.2	80.9
Other regions	78.0	96.8	132.2	123.3	122.7	118.0	133.2	17.4
World	**440.6**	**538.1**	**680.6**	**680.4**	**700.4**	**689.7**	**763.3**	**100**

The Europe region is generating more out-bound tourism in terms of the size of foreign visitors. About 57% of international tourists world over, are originating from Europe region. But a good chunk of it is the short-haul, intra-

regional tourism. The Asia Pacific region comes 2nd with about 205 in 2004, recording a good jump compared to position in 1990. The Americas generated more foreign tourists, with market share in outbound tourism generation touching 22.5% in 1990, but the figure consistently fell to 16.7% in 2005.

The intra-region tourist flow is valuable, accounting for 81%. The balance 19% is shared by rest of the countries. This is the greatest degree of lopsidedness.

1.9 Top 20 Spending nations on out-bound international tourism

Economic comfort will make people not only going on tours, but also spend more on tours. Table 13 lists top 20 high spending nationalities on outbound tourism.

Table 13: Top 20 Spending nations on international tours

Top 20 tourism spenders	2002 Bn $	2003 Bn $	2004 Bn $	Market share in 2004	Population (million) 2004	Per head of population, tour spend
1 Germany	52.5	64.7	71.0	11.4	82	861
2 United	58.7	57.4	65.6	10.5	293	224
3 UK	41.5	47.9	55.9	9.0	60	928
4 Japan	26.5	28.8	38.1	6.1	127	299
5 France	19.5	23.4	28.6	4.6	60	474
6 Italy	16.8	20.6	20.5	3.3	58	354
7 China	15.4	15.2	19.1	3.1	1,299	15
8 Netherlands	12.9	14.6	16.4	2.6	16	1007
9 Canada	11.7	13.4	16.0	2.6	33	493
10 Russia Fed.	11.3	12.9	15.7	2.5	144	109
11 Belgium	10.2	12.2	14.0	2.3	10	1356
12 Hong	12.4	11.4	13.3	2.1	7	1934
13 Spain	7.3	9.1	12.2	2.0	40	302
14 Austria	9.4	11.8	11.4	1.8	8	1388
15 Sweden	7.3	8.2	10.1	1.6	9	1126
16 Rep. Korea	9.0	8.2	9.9	1.6	48	204
17 Australia	6.1	7.3	9.4	1.5	20	472

18	6.6	7.5	8.8	1.4	7	1181
19 Norway	5.1	6.7	8.4	1.4	5	1842
20 Taiwan	7.0	6.5	8.2	1.3	23	359
World	**485**	**524**	**623**	**100**	**6,373**	**98**

The German tourists had spent the maximum on outbound foreign tourism, spending about 11.4% of world spend level on foreign tourism, followed by Americans spending around 10.5% of global spending on foreign tourism and so on.

UK, Japan, France, Italy and China follow the pack in 2004. Of the top 20, 12 countries belonged to the European region, 2 belonged to the Americas and balance 6 belonged to the Asia-Pacific region. The 12 European countries collectively spent 43.5% of global spending on foreign tourism. This is really a great share.

Out of the top 20 slots, the order of top 11 slots remained the same for the countries for the 3 years studied, except that in 2002, the first place went to USA and the second to Germany. The bottom 9 places showed mixed orders.

The per-capita spend level on outbound foreign tourism, naturally varied across the nations. The per capita spend level was the highest for Foreign tourists from Hong Kong ($ 1934), followed by Norway ($ 1842), followed by Austria with per capital spend level ($ 1388), followed by tourists from Belgium on foreign tours ($ 1356), and so on.

1.10 DOMESTIC TOURISM

Domestic tourism is an integral part of the tourism industry. In a vast country like India with divergent socio-econonic and cultural patterns, the promotion of domestic tourism would indirectly encourage 'unity in diversity', a fundamental necessity for national integration. Thus development of domestic tourism has broader extra-commercial justifications. In fact no country can afford to depend on foreign tourism alone. To put it in the right perspective, a country must build the foreign sector of its tourism industry on its domestic tourism. Hence a brief analysis of the growth in domestic tourism, the

constraints for its fast growth and suggestions for improvement are attempted here.

Domestic Tourism in UK

Domestic Tourism in Britain in 2006 was impressive. UK residents took 79.2 million domestic holidays in the UK in 2006, spending £13.6 billion. England accounted for 62.2 million of these holidays and £10.3 billion of the spend level. In Wales the equivalent figures were 7.3 million holidays and £1.2 billion of the total spend, and in Scotland, 8.5 million holidays, generating £2.8 billion.

Within this socially and economically vital industry, the biggest single element is the coastal sector, including within it the larger traditional seaside resorts and popular rural coastal destinations. Their contributions to the national tourism volume and value figures are impressive and worthy of individual note.

In 2006 UK residents took 27.1 million seaside trips. This figure includes trips visiting friends and relatives, business and conference trips and other non-"holiday" staying trips. Within the 27.1 million figure, 22.5 million trips were made for seaside holidays, generating a tourism spend of £4.2 billion. England accounted for 17.0 million of these seaside holidays and £3.3 billion of the total spend. In Wales the equivalent figures were 3.6 million seaside holidays and £0.6 billion spend and in Scotland 1.4 million seaside holidays generating £0.29 billion. As a proportion of all holidays in England by UK residents, seaside holidays accounted for 32% of all holiday trips, 35% of all nights and 32% of all spend. In Wales, coastal holidays accounted for an even more impressive 49% of all holiday trips, 54% of all holiday nights and 51% of all holiday spend. In Scotland, because of the different product, coastal holidays accounted for a smaller but, nevertheless, important 17% of all holiday trips, 18% of all holiday nights and 13% of all holiday expenditure.

Of the top 10 towns and cities visited for one or more night's stay in 2006, four were coastal resorts, including Scarborough, Skegness and Bournemouth. Blackpool, the biggest and most popular resort town came second only to London, with 1.5 million overnight holiday trips, beating iconic historic destinations like Edinburgh and York and the newly fashionable, big city destinations like Glasgow, Manchester and Birmingham.

In addition to these overnight trips, there were almost 270 million day visits made to the British coast, generating a further £3.1 billion spend. On average each trip was of 3.9 hours with an average party size of 3.5 people. However, almost 1 in 4 (24%) of all seaside trips were made by people travelling by themselves. Of all these almost 270m seaside day trips, 200m seaside day trips were taken in England, generating a spend of £2.5 billion. There were 25m seaside day trips taken in Wales with a spend of £0.2 billion and 42m seaside day trips in Scotland, generating £0.3 billion.

Britain is made up of 6,100 islands, of which 291 are inhabited. England and Wales, including their islands, have a coastline of 3240 miles. Scotland and its islands have a coastline of 5800 miles. Great Britain has a coastline of 9040 miles.. There are 5 coastal National Parks and 26 coastal areas of outstanding natural beauty in England, Wales and Northern Ireland. England and Wales have 45 Heritage Coasts measuring 950 miles. Scotland has no Heritage Coasts. The National Trust owns 555 miles of coastline in Britain and 74% of their coastline is designated Heritage Coast. The adult resident population of the 43 principal seaside resort-towns in England, Scotland and Wales totals 3.1 million, marginally more than the total population of Wales (2.9 million). The adult resident population of working age in the same 43 principal resorts was some 366,000 greater in 2001 than it was in heyday of traditional seaside resort holidays of 1971. Over the same period, the total number of jobs available in these towns had also increased by a massive 320,000.

A record 144 resort beaches were awarded the European Blue Flag in June 2007, 8 more than in 2006. Blue Flags are not available to rural beaches, however, a new award to marinas was introduced in 1998 when 6 flags were awarded. In 2007 a total of 11 marinas in the UK had the Blue Flag. Details of the 2008 awards can be accessed at www.blueflag.org/blueflag. Seaside Awards continues to be awarded in Scotland and Wales and a new Quality Coast Award, replacing the resort and rural Seaside Award in England, was adopted in 2007.

Domestic Tourism in Africa

Africans should know Africa better than the white person from outside Africa, the latter being the case presently.

Domestic Tourism is gaining momentum in Africa. The hotel industry has several packages for residents of Kenya, Uganda, Tanzania and others. These

packages include the Flight fees, Airport transfers, Hotel accommodations and sometimes All inclusive trip package. These packages are encouraged during Low seasons when hotel occupancies are low.

It is not a wonder to mention that many Africans do not know the availability of tourism destinations in Africa. This applies to all individual countries. Take a sample of Ten (10) Kenya executives and ask them who amongst them have been to a game park, you will be surprised to learn that half (50%) of then have never seen an Elephant alive. Most Kenyans assume that the cost of tourism is so high that it is cheaper driving to the Rural homestead than to the coast of Mombasa or the Lodge in Maasai Mara for a weekend retreat, and that it is the white person who should go for a holiday in the various hotels and lodges in the wild and the coast.

Encouraging various Multi-national companies, government departments, parastatals, individuals and NGO's to finance tours for their executives and family to the game parks and to the coastal hotels and Lodges which offer subsidized contract rates for accommodation and conference facilities is needed.

East Africa Community Domestic Tourism: Domestic Tourism is Tourism of resident visitors within the economic territory of the country of reference. The domestic tourism in East Africa covers five countries of East Africa; Kenya, Uganda, Ruanda, Burundi and Tanzania. With the re-creation of the East Africa Community, Domestic tourism covers the five countries as one united body under one umbrella

Inter - Country Domestic Tourism: It is important to for all the residents of the East Africa community to tour and travel all over the entire countries within the East Africa community in order to witness and experience the wealth in Tourism Industry East Africa community is harboring. Ease of travel to and from each country is being addressed by each individual state and sooner all later inter-state travel arrangements would be a bygone obstacle to domestic tourism in the region.

Family Domestic Tourism: This targets the family members who want to discover their country. The rush for rural home holiday travel is slowly ending as many family members are visiting the tourist sites

Corporate Domestic and Incentive Tourism: Institutions and corporate bodies are encouraging their management teams, senior staff members and employees to join the domestic tourism sector by paying holiday packages for senior staff

and their family members, the best performers such as the best salesman of the year and his family, the best employee of the year and family, the best department staff members of the year and their family members. Retreats and Incentive Tourism is the most preferred tours for the corporate sector in that they take their workshops far away in the tourist sites from the normal office environment. This increases the domestic tourism docket.

Educational and Study Domestic Tourism: Educational institutions arrange student tours per semester to various tourist sites. These include the Wildlife tours by the wildlife clubs, the agricultural shows, the Scouts and the girl guides clubs, university research students, wildlife and tourism clubs, etc.

Special Interests Groups Domestic Tourism: These groups include the disabled, the women, single mothers, women groups, the NGO staff and their families, the newly married and any other groups with special interests who would save their money for a safari or a tour to the wilderness or any of the tourists sites.

Domestic tourism in China

China's domestic tourism market makes up more than 90 per cent of the country's tourist traffic, and contributes more than 70 per cent of total tourism receipts. A research study enquired into the relationship between the annual expenditure of urban domestic travelers and per capita GDP. It was found that the demand theory developed in market economies was applicable in a transit economy like China. **Income elasticity of domestic tourism** in China's urban areas was determined to be 0.30. The model also recognized the positive effect of the country's special economic zones on the domestic demand.

Domestic Tourism in Indonesia

Tourist objects and tourist attractions are being introduced to the Indonesian people to promote domestic tourism. Group tourist awareness has been established as moving spirit for tourist development such as the improvement of tourist attractions to socialize the Seven Charms Program consisting of safety, cleanliness, orderliness, comfort, beauty, hospitality, and enchanting memories.

The Tourist Awareness Campaign every year adopted different themes in accordance with the national development rhythm and dynamics. Several national tourist events have been held throughout Indonesia. Despite the

economic crisis which hit Indonesia since July 1997, the number of domestic tourists increased steadily.

Shifting to Domestic Tourism – Miami – Florida- USA

The Miami tourism market, long buoyed by international tourists arriving via international flights, is re-tooling itself to attract a more domestic crowd -- in keeping with national trends. As the foreign tourism industry hit by terrorism and other problems, compounded with the recession, less visitation in general and with the wars around, the industry looks to the domestic tourists.

Domestic Tourism is Main Type of Tourism in Paraguay

As Paraguay faces many problems attracting incoming tourism, the country relies on domestic tourism. While the number of domestic trips is much greater than the number of arrivals, domestic spending is about half that of incoming tourist receipts. Domestic tourists tend to stay with relatives and friends to avoid spending on meals and accommodation, which limits the amount of spending. Paraguayans typically travel in January and February and the main destinations are the Cordillera region, the capital Asuncion, Ciudad del Este, Alto Parana and Itapua. **Niche tourism products** have surfaced in Paraguay like Ecotourism, Rural tourism, Archaeological tours, etc.

1.10.1 Growth in Domestic Tourism in India

Right from the Vedic age there existed domestic tourism. It is mainly pilgrimage to religious centres. Religious fervour is the main stimulant. In addition, pleasure tourism is also becoming gradually popular. After independence taking into consideration the economic and social potentialities of tourism industry, the Government has taken positive steps to develop the industry. As a result it has gained official recognition and is growing gradually. During 2005, domestic visits, according to provisional figures crossed the 382 million mark compared to the 2004 figure of 366 mn and 2003 record of 309 million. Table 14 gives the data.

Statistics on domestic tourism for India as a whole are better guesstimates than accurate. Our ignorance in the field of domestic tourism is appalling. It is difficult to measure, of course for a vast country like ours with free movements of our vast population. Table 26 gives the data on domestic tourists visits in India, its growth, the ratio of domestic tourists visits to foreign tourists. The phrase 'Domestic tourists visits' is different from 'domestic tourists'. Tourists are people on tourism, tourist visits are number of visits done by a domestic

tourists in a year. Unlike foreign tourists, domestic tourists go on tourism more often. The ratio of domestic tourists to foreign tourists is guesstimated by sample surveys and it is taken as 12.

Table 14: Domestic Tourist visits in India

Years	Domestic Tourists visits (DTV) in (Mn)	Change % Year on year	Foreign Tourists (FT) in (Mn)	Ratio of DTs visits to FTs	Tourism visits in a year with ratio of
1991	66.7	---	1.678	40	3.3
1992	81.5	22.2	1.870	43	3.6
1993	105.8	29.8	1.765	60	5.0
1994	127.1	20.1	1.886	67	5.6
1995	136.6	7.5	2.124	64	5.3
1996	140.1	2.6	2.288	61	5.1
1997	159.9	14.1	2.374	67	5.6
1998	168.2	5.2	2.358	71	5.9
1999	190.7	13.4	2.482	77	6.4
2000	220.1	15.4	2.649	83	6.9
2001	236.5	7.5	2.537	93	7.8
2002	269.6	14.0	2.384	115	9.6
2003	309.0	14.6	2.726	113	9.4
2004	366.2	18.5	3.460	106	8.8
2005	382.1	4.3	3.916	98	8.1

Domestic tourism is on the growth path. From a mere 66.7 mn tourists visits in 1991, the figure rose to 382.1 mn in 2005. Further the ratio of domestic tourist visits to foreign tourists rose from 40 in 1991 to above 100 in the early 2010s. The number of tourist trips in a year also recorded a quantum jump from 3.3 in 1991 to 8-10 by early 2010s. Domestic tourism was said to be a sleeping giant in India. Now the giant is waking up. Yet he is to pick up momentum.

1.10.2 Top 10 States/UT in Domestic tourism in India

The performance of different States and Union territories is not the same in domestic tourism, obviously due to un-even development of tourism potentials,

attractions, infrastructure, government sponsorship, promotion by private travel trade, local tranquility, political and cultural factors, etc. Table 15 gives the data.

Table 15: Top 10 states/UT in Domestic tourists

States/UTs	%Share	States/UTs	%Share
Andhra Pradesh	24.5	Maharashtra	3.7
Uttar Pradesh	24.3	West Bengal	3.6
Tamil Nadu	11.3	Bihar	2.3
Karnataka	6.5	Gujarat	2.2
Rajasthan	4.9	Other	13.0
Uttaranchal	3.7	**Total**	**100**

Andhra Pradesh is atop with a near fourth share. Perhaps the Tirumala Pilgrimage is the single most significant factor. Then comes the Uttar Pradesh state with again a fourth share. With lot of historical monuments and pilgrim centres, it is no wonder the state is commanding good number of domestic tourists. Tamilnadu takes the 3rd place. These 3 account for over 60% of domestic tourism.

1.10.3 Constraints on Developing Domestic Tourism

As it is, the potentials of domestic tourism are not fully tapped. Some of the more important reasons for this state of affairs may be mentioned here.

The growth of domestic tourism depends on the level of in-come-more specifically the discretionary income of the people. When a good chunk of the Indian population without discretionary income, it is unthinkable that this section of the population will ever contribute to domestic tourism. Nevertheless, the religious fervor is making the domestic tourism spread among most households of the country.

The elites too, by and large, prefer capital investments to travel and tour in their enthusiasm to preserve their eliteness through investments. In this context the observation of Mr. S.N. Chib, former Director-General of Tourism, Government of India, that 'only a small part of our population could afford a holiday away from home', is largely true even after 2 decades of his observation.

There is paucity of essential tourism infrastructure with reference to domestic tourism. The modest allocation for tourism development has been largely utilised for creating 'sophisticated' facilities for the foreign tourists. In

their preoccupation with coddling the foreign tourist, everyone—the Government and the tourism industry-has callously neglected the domestic tourists."

The State Governments largely cater to the high and middle- income tourists. The private sector, primarily motivated by quick and higher profits, is not largely in favour of domestic tourism. They contend that there is no money in domestic tourism. Thus it could be seen that domestic tourism has been relegated to the background in all respects by all concerned.

The socio-economic and national importance of domestic tourism is well accepted by all, bet when it comes to the question of developing the same, only 'lip service' is shown. The constraints on the development of this segment of tourism are deep-rooted. A deliberate and positive action by the Government is urgently called for, for its growth.

Majority of domestic tourists need a package of tourism products/ facilities at economic prices. Minimum facilities are good enough for most of them. Actually, the Government is aware of the requirements and is doing what is possible. The efforts already taken should be accelerated. That is the reason. the statistics on domestic tourism are showing an uptrend.

QUESTIONS

1. Present an account of the growth in World Tourism Arrivals among nations and regions.
2. Give an account of the share of major regions in Tourism in Inbound and Outbound tourism.
3. Present an account of major tourism generating markets/nations
4. What is domestic tourism? Present an account of the growth in Domestic Tourism.

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UNIT-V

GLOBAL TOURISM RESOURCES

Syllabus covered
Global tourism resources: Global level accommodation and transportation facilities- Distribution over major regions – Global tourism earnings and distribution thereof amongst major countries and regions.
OBJECTIVES 1. To present an Account of the distribution of Global level accommodation 2. To present an Account of the distribution of Global transportation facilities 3. To present an account of Global tourism earnings 4. To present the regional share in global tourism earnings

Tourism resources are divergent. Several tourism resources influence tourism growth and development. First the place must have tourism attractions. Second it must have international accessibility through efficient transport facilities and also domestic transport facilities to access the different attractions within the country. Third, it must have accommodation, catering and entertainment facilities of right quality and right tariff levels and conveniently located, because hospitality of guests is a great factor. Fourth, a place could blossom into a tourist destination only if it has adequate basic general infra-structure facilities to support the above mentioned tourism infrastructure facilities. Tourism being concerned with tourists, their safety and security are important consideration. All these can be well cared for or ill done, depending on the political conditions prevailing. some all these factors influence the 'destination image' in the minds of the prospective tourists and influence the decision. A tourist "destination is an area with sufficient attractions to provide primary motivation for tourist visits. Further, a destination will have a broad enough base of activities and interests to occupy the tourists for several days, possibly weeks. This unit deals with all these determinants of tourism.

This lesson concentrates on accommodation and transports. The attractions are already covered in first 3 units.

1. ACCOMMODATION – ESSENCE OF GUEST TREATMEENT

Tourist guests first search for accommodation before they book the travel part of their sojourn. Hotels, Motels, Guest houses, Homes of Relatives/Friends, etc are varied major accommodation alternatives for international tourists. Hotels are predominant. There are major hotel chains operating world over.

1.1 Accommodation the most important infrastructure in the tourism package

Accommodation facilities constitute the most important item in the package of facilities sought by the tourists. The success or otherwise of tourism and hospitality industry depends to a great extent on the availability, variety and quality of accommodation facilities. Modern tourists are becoming progressively conscious of greater comforts, luxury and conveniences and as such comfortable accommodation is a deciding factor for growth of tourism and hospitality industry. The Estimates Committee of the Lok Sabha of the Indian Parliament in its 1975-76 Report stated that "since the hotels constitute the most important and, in fact, a basic element of tourism infrastructure, the various measures taken and efforts made to tourism promotion will not produce the desired results if the hotel accommodation in the country lags behind".

Accommodation facilities are the places where tourists stop (cease to be) travellers and become guests. The level of guest satisfaction achieved by an area's accommodation facilities will, in a large measure, determine the total success of the tourism programme." Hence is the importance of accommodation facilities in the whole scheme of tourism development. Central London location, Range of accommodation, Array of services, Variety of meeting rooms, Value for money, Simple pricing system and well qualified and attentive staff make a difference to the delight of the guests. There are Primary and supplementary accommodations.

'Home-away-Home': Hotels or lodging places are 'home-away-home'. As home away from home, hotels provide basic accommodation plus additional services depending on tariff and tourists' needs. Basic accommodation facility simply involves 'a room with a bed, a cupboard, a small table and a washstand only'. But as guest needs and wants evolve and change, basic accommodation type hotels have largely been replaced by hotels with rooms boasting en-suite bathrooms and climate control devices and artistic interiors. Other features found

may be a telephone, an alarm clock, a TV, and broadband Internet connectivity. Food and drink may be supplied by a mini-bar (which often includes a small refrigerator) containing snacks and drinks (to be paid for on departure), and tea and coffee making facilities (cups, spoons, an electric kettle and sachets containing instant coffee, tea bags, sugar, and creamer or milk).

Place to relax and refresh: When one travels around as a tourist –for pleasure, business or otherwise, a place to stay for the night and refresh for the day's work and relax after the day's work/travel is an absolute need. A hotel or other lodging accommodation is a concomitant requirement of tourism industry. There can be no tourism if there were no accommodation facility available. The growth of tourism is pre-conditioned by availability of adequate and appropriate accommodation facility. Tourists are guests and need local hospitality of great order, with concern and respect for their comfortable stay after the day's travel and get the rejuvenation needed for next day's travel. A tourism spot without hotel facility of right order cannot attract more tourists and soon removed off from tourism map if the lacuna is not immediately attended to. The importance of accommodation could be known from the fact that 40% of tourists' time and money are spent on this infrastructure of tourism.

Primary accommodations include hotels. There are star hotels, Heritage hotels, budget hotels, unclassified hotels, international hotels, resort hotels, commercial hotels, residential hotels and floating hotels or house boats, etc.

Supplementary accommodations are an integral part of tourism industry, though their structure and scale are ' not elegant as those of hotels, except the Timeshare properties. These are inexpensive and provide moderate services. The less-affluent tourists prefer them. Let us brief them now. Supplementary accommodation include Dharmasalas or Choultries, Motels, Time share rentals (TSRs), Vacation Clubs, travellers hostels, youth hostels, Camping sites, bed and breakfast establishments, tourist holiday villages, inns, guest houses (Government, private and public), cottages, Yatri Niwas, tourist bungalows, paying guest (PG) accommodations etc.

1.2 Quality Accommodation - The '6- Rights'

The accommodation facility must be the type that the tourists need. It must be (i) located at the **right place** so as to be remaining connected with one's own preferences- either crowd or solidarity, (ii) provided with **right access**

feature so as to easily and safely reach any- time and from any-where, (iii) endowed with **right mix of facilities and services** (necessities, comforts and luxuries as may be demanded by the tourists of different types) **in the room, at the room and out of room** to ensure needed privacy, decency and regency, (iv) **priced right** to be affordable for the different paying abilities of the tourists to ensure value for money, (v) **right kept-and-cleaned** to ensure neatness and freshness all the time to be free of worries of sanitation uncertainties and (vi) **right care-taken** by people who know what hospitality is so as to ensure total guest-satisfaction to pave way for long-term relations. These 'rights' are the quintessence of quality accommodation.

Core components of accommodation: A 3-core components can serve as the backbone and strategy to create guest satisfaction of higher order.

(i) The first component is **'first impression'** that guests will have when they visit the facility which focuses on the physical look of the hotels- the exteriors and interiors. The **'love at first sight'** type exterior and **'long for ever'** type interior greatly influence guest satisfaction. Accommodation facility as such can become a motivator of tourism instead being a mere satisfier of tourists. Accommodation facility as such can become a tourism-content rather than a tourism-context factor.

(ii) The second component will look at **'offerings'**- the most important part- the tangible and intangible aspects of hospitality. There is so much that can be done to please the customers. It's just a matter of the hotelier selecting the right mix of facilities and services to match their guest preferences and needs. As people become increasingly dependent on more comforts and luxury while being away from home, hotels need realize that providing these services is no longer considered an amenity; it is an expectation. Hotels that like to give people a little unexpected extra make them different. Yes the 'something' extra separates the hotel from everyone else. Expanded offerings include full-capability Internet over TV, interactive advertisement and e-commerce, hotel-to-guest messaging, and IPTV with advanced features such as network-based personal video recorders and time-shift TV (pause, rewind and forward capability), computer devices and connectivity, secretarial assistances, and express checkout.

(iii) The third component focuses on **'relationship building and the emotional bonding'** of the guests to ensure **'guest satisfaction'**. The front line associates must be capable of creating those magic moments of happiness of being at home

while guests step into the hotel lounge and make this happen time and time again and when they say **'hasta la vista'** or good bye while leaving after check-out. When a guest enters the lounge, an offer of a first-person greeting, such as, 'Welcome to the Hotel', and 'We hope you enjoy your stay here' will besides creating the right kind of first impression, develops the emotional bonding. Information systems integration is also driving the in-room technology that creates great relationship building. Many hotels have a wealth of guest information housed in customer relationship management (CRM), voice over IP (VoIP), and property management system (PMS) databases and they are putting that data to work by making the guest experience more personalized and thus more memorable.

5-step process: 5-step process of creating guest satisfaction is focused on 5-key areas, namely, associates; guests; leaders; processes; and market performance. The five-step process involves (i) **understanding** what the hotel is, and how its guests — past and present — feel about the hotel; (ii) **learning** from this knowledge and turning the same into qualitative ideas whereby the company seeks to find the SWOT mixture to leverage; (iii) **studying** quantitatively guest feedback to those new ideas and initiatives developed in stage two; (iv) **bringing** all of the learning together and establishing opportunities based on feedback; (v) and finally, **building** a roadmap of 'winning ideas'.

1.3 Hotel

A hotel is an establishment that provides paid lodging, usually on a short-term basis and especially for tourists. Hotels often provide a number of additional guest services such as a restaurant, a swimming pool or childcare. Some hotels have conference services and encourage groups to hold conventions and meetings at their location. Hotels tend to have interior entrances to the rooms, making them safer and more relaxing to people. In Australia, the word 'hotel' often refers to a public house, a drinking establishment which does not necessarily provide accommodations. In India, the word may also refer to a restaurant, since earlier the best restaurants were always situated next to a good hotel.

Evolving guests' needs and demands: In a service oriented business like tourism, the demands and needs of tourists-consumers evolve. It's important to stay connected to those desires to create a truly great guest experience. The accommodation industry needs to accommodate the evolving guests' needs and

demands to a very comfortable extent. In the process realness and authenticity in service offers are needed. Realness comes from leaning experience and authenticity from paying attention to details in guest satisfaction.

In Table 1.1 the facilities provided by the hotels are given.

Table 1.1 Facilities provided by hotels in addition to Room for staying

Facilities	**Facilities**	**Facilities**
Restaurant services	Room Telephone	Banking services
24 hour coffee bar/snack	Internet cafe	Currency exchange
Bar and cock-tail service	Car Parking facility	Visa arrangement
Central air-conditioning	Room service of food	Banquet Halls
Credit/debit card acceptance	Secretarial services	Shopping arcade
Conference halls	Room Cable	Theatre services
Swimming pools	Telex &Photocopying	Book-stall and library
Gymnasium and health clubs	Channel music	Elevators and lifts
Yoga & meditation halls	DVD plays on call	Sport and game centres
Astrological services	Safety lockers	Camel/horse ride
Travel agency service	Beauty saloons	Baby sitting
Tour operating service	Laundry service	Luggage handling
Car/bike rentals	Hair dressing	Lounge service
Airline booking services	Medical services	Flora/Fauna watch
Express check-in and 'out'	Loyalty bonus	Shoe polishing
Tailoring	Computer on hire	Airport ↔ Hotel

Performance of Hotels

Economic growth worldwide pursues its strong trend. The tourism sector fully benefits from this dynamic. With the return to growth in international travel, demand for hotel products is intensifying. As the global depression that marked the beginning of this decade is abating, hotel performance worldwide falls into a very strong dynamic mood. After 3 consecutive years of recession at the beginning of the decade, from 2001 to 2003, the recovery of the RevPAR (revenue per available room) is spectacular. In the course of the year 2006, the RevPAR grew by 9.4%. The improvement of the occupancy rate by 1 point accompanied a strong recovery of average daily rates by 7.9%. The upscale hotel

segment, which has more cyclical results than the economic or mid-scale categories, benefits fully from the dynamism of international demand: +9.6% growth in the RevPAR for the upscale segment and +12.5% for the upper upscale segment.

1.4 Distribution Hotels in the World

The distribution of hotels in the world is highly varied. The developed regions have over 90% of hotels. The developing ones have about 8% and the less developed just have 2% of hotel properties of the world. Distribution of hotels by major regions of the world and by specific countries in different regions reveals an interesting scenario. Perhaps the clue is that shortage of hotels in the developing and less developed regions is the reason for their poor share in global tourism. Hence, any effort to increase hotel infrastructure will definitely yield better result even in the short run.

Distribution Hotels in the World by Major Regions: Table 2 gives an account of the distribution of hotels in the major regions of the world. World over, according to the Switzerland based, Global Hotel Index, there are about 693,000 hotels (692,997 to be exact) in March 2008.

Table 2: Distribution of Hotels in the Major Regions of the World

Region	No. of	% Share	Region	No. of	% Share
North	193,883	27.8	Middle	3,568	00.5
South	19,370	02.7	Asia-	23,709	03.4
Africa	10,910	01.8	Oceania	27,948	04.0
Europe	413,609	59.8	**Total**	**692,997**	**100.0**

Source: Global Hotel Index

The distribution of hotels is highly skewed, like the pattern of world tourism as well. Europe has world's 60% of hotels. North America accounts for about 28% of hotels, while South America accounts for under 3%. Oceania has 4% of world hotels, while Asia-Pacific has a little more than 3%. Africa has less than 2%, while Middle-east under 1%.

Distribution of Hotels by Countries of the World: Table 3 gives an elaborate account of the distribution of Hotels by Countries of the World and by regions as well.

Table 3: Distribution of Hotels by Countries of the World

Region & Country	No. of Hotels	Region & Country	No. of Hotels	Region & Country	No. of Hotels
Belize	407	Andorra	444	Cyprus	1012
Canada	23030	Austria	46394	Israel	679
Costa Rica	1156	Belgium	6649	UAE	510
Virgin Isnds US	217	Finland	2506	Jordon	208
Virgin Isnds US	141	France	54555	Lebanon	358
Trinidad	179	Germany	98702	Saudi Arabia	219
St. Vincent	121	Greece	14926	Qatar	210
St. Lucia	211	Hungary	3624	Syria	68
Nether' Antilles	277	Iceland	416	Oman	64
Martinique	152	Ireland	4344	6 Others	240
Honduras	100	Italy	67276	**MIDDLE-EAST**	**3,568**
Gaudeloupe	118	Latvia	318	China	1238
El Salvador	142	Luxembourg	818	Hong Kong	705
Dominica	125	Malta	373	India	3328
Bermuda	183	Norway	3490	Indonesia	2606
Cayman Islands	133	The Netherland	10041	Japan	3140
Bahamas	371	Poland	8183	South Korea	1103
Barbodas	185	Portugal	4546	Malaysia	2600
Cuba	430	Romania	1124	Maldives	113
Dominican Rep.	1087	Slovakia	1052	Myanmar	306
Jamaica	425	Slovenia	2525	Pakistan	129
Mexico	5194	Spain	25571	Philippines	1343
Puerto Rico	527	Sweden	3705	Russia	558
USA	157447	Switzerland	8250	Sri Lanka	465
10 Others	1525	Turkey	1437	Singapore	363
NORTH AMERICA	**193,883**	UK	31727	Taiwan	699
		14 Others	729	Thailand	4301
Madagascar	242	**TOTAL FOR EUROPE**	**413,609**	Vietnam	198
Egypt	960			18 Others	514
Kenya	1012			**ASIA-PACIFIC**	**23,709**
Morocco	873	Argentina	4859	Fiji	357
South Africa	4554	Bolivia	704	French Polynesia	194
Tunisia	949	Brazil	2797	New Caledonia	109
Mauritius	277	Chile	2533	Papua N' Guinea	118

Namibia	248	Colombia	3934	Cook Islands	68
Reunion	178	Equator	932	Solomon Islands	50
Seychelles	103	Peru	1720	Vanuatu	65
Tanzania	121	Uruguay	456	Tongo	64
Zimbabwe	173	Venezuela	1212	Australia	23382
44 Others	1220	9 Others	223	New Zealand	3336
AFRICA	**10,910**	**SOUTH AMERICA**	**19,370**	14 Others	205
				OCEANIA	**27,948**
WORLD TOTAL (APPROXIMATELY 693,000)					**692,997**

1.4.1 Accommodation in Europe Region

Distribution of hotels: Table 3 gives the relevant data on the distribution of hotels. Europe is on top of all regions with 413,609 hotels. This works out to 27.8% of total number of hotels in the world put at 692,997 hotels. The mean number of hotels per country is 15500 and standard deviation is 14827. Germany (98702), Italy (67276), France (54555), Austria (46394), UK (31727), Spain (25571), Greece (14926), and Netherlands (10041) are the big league with more than 10000 hotels each. These 8 countries alone account for 349202 hotels or 85% of hotels in the Europe. Another 10 countries each with 2500 hotels or more are having 47822 hotels as follows: Switzerland (8250), Poland (8183), Belgium (6649), Portugal (4546), Ireland (4344), Sweden (3705), Hungary (3624), Norway (3490), Slovenia (2525) and Finland (2506). Thus the top 18 nations account for 397024 hotels out of 413,609 hotels in the region or 96% of hotels.

Average occupancy, average room rate and Revenue per available room: Table 4 gives the average occupancy, average room rate and Revenue per available room for a sample of 3500 hotels in Europe. London, Paris and Vienna have over 70% occupancy ratio. Rome and Berlin have lower occupancy, 55 to 60%. Paris has the highest room rate, with average close to $300/day. Berlin has the lowest of the group at $122/day. Revenue per available room = Occupancy x Average room Rate. Paris and London have comfortable RevPar. Tariff level is much higher than in USA.

Table 4: Europe (Hotel Benchmark sample 3,500 hotels across the region) 2006

Country	Occupancy	Room Av. Rate	RevPar US
Amsterdam	67.9	202	137
Berlin	60.2	122	73
Brussels	67.4	156	105
London	74.5	258	192
Madrid	61.0	158	96
Paris	73.3	299	219
Rome	54.7	228	125
Vienna	77.8	167	130
Europe	69.9	146	102

Source: Hotel Benchmark Survey by Deloitte

Hotels in Europe had a remarkable year in 2006 – with revPAR up by 12% to US$102 - almost double the growth achieved in 2005. As well as improved economic conditions, Europe has also staged some of the most enticing sports spectacles from the Winter Olympics in Italy to World Cup in Germany and the America's Cup in Spain. Lovers of music and art have also travelled to the region to celebrate the work of Rembrandt, Picasso and Mozart.

1.4.2 Accommodation in North America

Table 3 gives the relevant data. North America has 193,883 hotels with USA on top with 157,447 hotels, followed by Canada with23030 hotels, Mexico with 5194 hotels, Costa Rica with 1156 hotels, Dominican Rep with 1087 hotels and so on. These nations respectively account for 81.2%, 11.9%, 2.7%, 0.6% and 0.5% and collectively 97% of hotels in North America. The remaining 30 countries make up only 3%! The mean number of hotels per nation, excluding the sundry 10 categories, is 8200 and standard deviation is 4900. This is highly skewed.

The perspectives for growth in late 2010s are good. North America remains the favored continent in the corporate hotel chain industry. Nearly 6 in 10 rooms (57%) in the world are located there, for nearly 3.2 million rooms. The United States have the most advanced development cycle of chains. They amount to nearly 70% of the country's global supply. After a period of declining

volumes of openings, the outlook for a drop in building costs should nonetheless result in wider operating margins to increase hotel projects.

Guest Profile: Smith Travel Research gives the data on the average room rate, distribution of hotels, etc in USA. The average room was $97.78 in 2006—up from $90.88 in 2005. The average room rate was $86.23 in 2004, $82.52 in 2003, $83.54 in 2002, $88.27 in 2001, $85.89 in 2000, $81.33 in 1999, $78.62 in 1998, $75.31 in 1997, and $70.93 in 1996. Of the travelers in USA 44% traveled for business and 56% traveled for leisure. The typical business room night is generated by a male (65%). Typically, these guests travel alone (56%), make reservations (90%), and pay $112 per room night. The typical leisure room night is generated by two adults (42%), ages 35–54 (41%), earning an average yearly household income of $77,100. The typical leisure traveler also travels by auto (77%), makes reservations (86%), and pays $103 per room night. For a hotel stay, 35% of all business travelers spend one night, 26% spend two nights, and 39% spend three or more nights. Of leisure travelers staying in a hotel, 42% spend one night, 30% spend two nights, and 28% spend three or more nights.

US Hotels- County Distribution: Suburban hotels are more in USA accounting for 33.7% in number and 36% by rooms. Small hotels number more, but naturally account less in rooms. Urban hotels are bigger in terms of number of rooms, though not in number of properties. Table 5 gives the date.

Table 5: US Hotels- County Distribution

By Location	**No. of**	**%**	**No. of Rooms**	**%**
Suburban	15,890	33.7	1,577,475	36.0
Highway	6,770	14.4	452,228	10.3
Urban	4,491	09.5	690,849	15.7
Airport	1,957	04.2	275,132	06.3
Resort	3,596	07.6	566,642	12.9
Small Metro/Town	14,431	30.6	827,117	18.8
Total Sample	**47,135**	100.0	4,389,443	100.0

US Hotels- Distribution by Rate: Distribution of US Hotels by tariff rate is given in table 6.

Table 6: US Hotels- Distribution by Rate

Tariff Level	No. of	%	No. of Rooms	%
Under $30	863	01.7	57,830	01.3
$30-$44.99	7,118	15.1	435,109	09.9
$45-$59.99	14,787	31.7	932,768	21.3
$60-$85	14,247	30.1	1,295,464	29.5
Over $85	10,120	21.4	1,668,272	38.0
Total Sample	47135	100.0	4,389,443	100.0

High-end hotels are more in number. About 50% of properties have tariff exceeding $60/day with about 58% of rooms. Under $30/day tariff level hotels are very few. At tariff level $30 to $60 are about 30% of rooms.

US Hotels – Distribution by Size: Table 7 gives the distribution of US Hotels by size. More than half of hotel properties are smaller with less than 75 rooms per property. Naturally, by number of rooms these hotels account for about 1/4th only. 75 to 299 rooms per property category hotels account for 40% in terms of number of properties, but in terms of total number of rooms accounts for 54%. Bigger hotels with 300 rooms or more per property are only 3.3% of total number of properties, but make up a solid 20% of total number of rooms.

According to a recent study by PricewaterhouseCoopers (PwC), there were a total of 24 new hotel brand launches in the United States in 2005 and 2006, which marks the largest number of brand introductions in a two-year period since 1989. 234 hotel brands exist today against 81in 1980.

Table 7: US Hotels – Distribution by Size

Size by Rooms	No. of Hotels	%	No. of Rooms	%
Under 75 rooms	26,896	57.1	1,146,501	26.1
75-149 rooms	14,547	30.8	1,541,819	35.1
150-299 rooms	4,118	08.7	823,966	18.8
300-500 rooms	1,073	02.3	399,076	09.1
Over 500 rooms	501	01.1	478,081	10.9
Total Sample	47135	100.0	4,389,443	100.0

1.4.3 Accommodation in Oceania

From table 3 it could be seen that Oceania countries with 27948 hotels make up for about 4% of world hotels. In that region, Australia is the lead player with 23382 hotels or 844 of hotels in the region. Next comes, New Zealand with 3336 hotels. These two nations account for 96% of hotels in the region.

1.4.4 Accommodation in Asia-Pacific

Table 3 gives the data. Asia-Pacific region with 23,709 hotels is in the 4th place among the 7 regions studied. Among the lead players in the region, Thailand is the topmost with 4301 hotels, followed by India with 3328 hotels. Japan comes closely with 3140 hotels, followed by Indonesia with 2606 hotels and Malaysia with 2600 hotels. Philippines, China and South Korea come then with 1343, 1238 and 1103 hotels. These 8 countries account for 19669 hotels or 83% of hotels.

In 2006, Asia posts the most growth in the corporate hotel chain supply in terms of both growth rate (+10.5%) and volume (around 60,000 additional rooms). The penetration rate of chains in the zone is just 15%, and the race to Asia, already well on its way, shall continue. China and India are the priority targets. These countries present many vast agglomerations with large pools of customers. China in particular attracts large international hotel groups. The country also sees the consolidation of major hotel groups whose development accompanies the growth of the domestic economy such as Jin Jiang or Home Inns. These groups post some of the strongest growth rates in supply worldwide. Hotel groups are multiplying financial and real estate partnerships (such as Deutsche Asset Management and HQ Asia Pacific for Hilton Corp. in China, or EMAAR Properties and InterGlobe for Accor in India). The major international groups will take advantage of their renown in order to benefit from these supply markets. Accor, IHG and Starwood Hotels & Resorts are thus particularly well positioned in Asia.

In table 8 the occupancy level, average room tariff and revenue per available room are presented for sample destinations in Asia-Pacific based on a sample of 1000 hotel properties. The occupancy rate is pretty high for Hong Kong, Singapore, Sydney and Tokyo. Beijing recorded lowest occupancy. The average tariff is close to $200/day in the four out of 6 destinations analyzed.

Auckland and Beijing have lower tariff as well as RevPar. Tariff level is much higher than in USA.

Asia Pacific was dealt some tough cards in 2006 - the earthquake in Yogyakarta, the terrorist attacks on Mumbai's commuter trains and more recently a series of bomb explosions in Bangkok over the New Year celebrations – however, despite this the region has once again come up trumps with revPAR up 11%. Growth across the region is being fuelled predominately by markets in the South – in particular India which saw revPAR increase by over 30% in 2006.Performance of Global Hotel Markets – 2006 versus 2005

Table 8: Asia Pacific (Hotel Benchmark sample 1,000 hotels across the region)

Country	Occupancy	Room Av. Rate US$	RevPar US
Auckland	65.6	116	76
Beijing	58.1	118	68
Hong Kong	88.4	197	174
Singapore	76.8	175	134
Sydney	77.2	202	156
Tokyo	79.3	200	159
Asia	71.3	122	87

Source: Hotel Benchmark Survey by Deloitte

1.4.5 Accommodation in South America

From table 3 it is found that South America has 19,370 hotels. Among the different countries of the region, Argentina with 4859 is on top. Colombia comes second with 3934 hotels, followed by Brazil (2797), Chile (2533), Peru (1720), Venezuela (1212) and so on. These 6 nations alone account for 17045 hotels or 88% of hotels in the region.

Table 9 gives the occupancy level, average room tariff and revenue per available room for sample destinations in Caribbean & Latin America based on a sample of 120 hotel properties. Buenos Aires and Santiago have high occupancy levels, 70% or more. Others are having just about 50%. Room tariff varies between $90 and $160. Tariff level is higher than in USA. Overall Central and Southern America reported a 13% increase in revPAR in 2006 as average room rates soared by 12.3% to US$122. Consequently with hotels performing well -

the level of investment in the market is on the rise with many international hotel chains increasing their presence across the region. Cities such as Buenos Aires, Caracas and Santiago all saw increases in supply during 2006.

Table 9: Caribbean & Latin America (Hotel Benchmark sample 120 hotels)

Country	Occupancy	Room Av. Rate	RevPar US
Buenos Aires	79.3	163	129
Mexico City	50.5	135	68
Quito	53.1	90	48
Sao Paulo	53.1	90	48
Santiago	73.1	125	91
Central & South	64.7	122	71

Source: Hotel Benchmark Survey by Deloitte

1.4.6 Accommodation in Africa

Africa has 19010 hotels. South Africa is having 24% of hotels of the region with 4554 hotels. Kenya comes next with 1012 hotels, followed by Egypt with 960 hotels, Tunisia (949) and Morocco (873). These five nations account for 44%.

1.4.7 Accommodation in Middle-east

Middle-east has 3568 hotels only. Top 7 nations, Cyprus, Israel, UAE, Lebanon, Saudi Arabia, Qatar and Jordon have respectively 1012, 679, 510, 358, 219, 210 and 208 hotels accounting for 90% of hotels. The occupancy level is generally high, over 65%. Dubai posts a higher occupancy level, as well as tariff level. It is the costliest of all destinations in the world, it appears. RevPar is highest for hotels in Dubai. The Middle East, led the way for the third consecutive year – posting stronger growth than any other region at 16.5%. Although this was not as strong as in 2005 it is still impressive given the political unrest and terrorist attacks witnessed over the last 12 months. Hotel performance across the region continues to be driven by average room rates – which shot up 17.8% in 2006 to reach US$142.

Table 10: Middle East (Hotel Benchmark sample 500 hotels across the region)

Country	Occupancy	Room Av.Rate US$	RevPar US
Cairo	76.9	142	109
Dubai	82.1	333	274
Jerusalem	65.2	172	112
Riyadh	61.8	227	140
Middle East	68.7	142	97

1.5. International Hotel Groups

Marriott International, Extended Stay Hotels, Accor, InterContinental Hotels Group (IHG), Starwood Hotels & Resorts Worldwide, Tharaldson Enterprises, Hilton Hotels Corp., Société du Louvre, Interstate Hotels & Resorts and Global Hyatt Corp are some global hotel concerns. The international hotels provide all these and more services. They do customization of services. Table 11 gives the hotels managed and the hotel properties in control. Marriott International, Accor, IHG and Hilton Hotels Corp are the top leaders.

Table 11: Companies That Manage Most Hotels

Company	Hotels Managed	Hotels
Marriott International	947	2,832
Extended Stay Hotels	681	681
Accor	547	4,121
InterContinental Hotels Group (IHG)	512	3,741
Starwood Hotels & Resorts Worldwide	426	871
Tharaldson Enterprises	351	351
Hilton Hotels Corp.	343	2,935
Société du Louvre	292	840
Interstate Hotels & Resorts	219	223
Global Hyatt Corp.	186	749

Source: HOTELS' Giants Survey 2007

Table 12: Companies That Franchise Most Hotels

Company	Hotels Franchised	Hotels
Wyndham Hotel Group	6,441	6,473
Choice Hotels International	5,376	5,376
InterContinental Hotels Group (IHG)	3,204	3,741
Hilton Hotels Corp.	2,242	2,935
Marriott International	1,784	2,832
Accor	1,121	4,121
Carlson Hospitality Worldwide	905	945
Vantage Hospitality Group (Americas Best Value	699	699
Global Hyatt Corp.	425	749
Starwood Hotels & Resorts Worldwide	360	871

Source: HOTELS' Giants Survey 2007

With the improvement of performances, investors are increasingly interested by the hotel sector. Volumes of transactions grow. Growth of the major hotel groups worldwide will continue in the years to come. Most of them have considerable pipelines for the next 3 to 4 years: from 80,000 to 150,000 room depending on the group, or even 158,000 rooms for IHG which intends to firmly defend its leadership. Starwood Hotels and Resorts announces the opening of more than 80 new hotels in the year 2007 across all its brands. 420 units for more than 100,000 rooms are already in its pipeline.

Finally, all lights are green, stimulating the investor's appetites and rumors about acquisitions regarding groups in the Top 10 worldwide are multiplying. After IHG in the past few months, recent speculations concern Starwood Hotels and Resorts, Wyndham Worldwide and Marriott International is the latest to date.

1.6. European Union- Hotel Occupancy by Non-residents

Country-wise hotel occupancy data by non-residents in the European Union are given in table 13. Primary accommodation and supplementary accommodation are considered. Cyprus, Luxembourg and Malta have highest non-resident hotel occupancy ratio of over 90%. Luxembourg, and to a lesser

extent Cyprus, this is certainly due to their relatively small size. There are few reasons for the resident population to spend the night in an accommodation establishment, because it is usually easy to go home again from the place or destination visited.

This is not true for the Member States ranked behind these three by share of non-resident tourists. Greece (73.7%), Estonia (72.6%) and Austria (71.9%) also reported relatively high percentages. On the other hand, far below the EU-25 average of 40.9% were the Nordic countries Finland (26.1%) and Sweden (22.4%), plus Poland (21.7%). The lowest figure for non-residents as a percentage of all nights spent was reported for Germany, with 14.0%. In nearly all EU Member States, non-residents accounted for a greater share of all nights spent in hotels and similar establishments than in other collective accommodation establishments. This may be because of business tourism or even because hotels are generally easier to book from abroad than other accommodation establishments. For the EU-25 as a whole, non-resident tourists accounted for 45.5% of all nights spent in hotels and similar establishments, but for only 32.0% of overnight stays in other collective accommodation. Spain, Italy and France account for 52% of all non-resident nights in EU-25.In 2005, foreign tourists spent more than 880 million nights in collective accommodation establishments in the EU-25 Member States. This represents almost 41% of all nights spent by tourists within the European Union.

Table 13: European Union- Hotel Occupancy by Non-residents

	All Accommodation			Hotels and similar			Other Accommodation		
	Total Nights (000s)	Non-Resident Nights (000s)	%	Total Nights (000s)	Non-Resident Nights (000s)	%	Total Nights (000s)	Non-Resident Nights (000s)	%
EU25	2 154 274	880 304	40.9	1 424 388	646 800	45.4	729 886	233 504	32.0
BE	28 380	15 553	54.8	14 610	10 297	70.5	13 770	5 256	38.2
CZ	40 321	19 595	48.6	25 209	16 607	65.9	15 112	2 988	19.8
DK	26 276	9 393	35.7	10 115	4 787	47.3	16 161	4 606	28.5

DE	343 981	48 246	14.0	200 767	38 872	19.4	143 214	9 374	6.5
EE	4 111	2 983	72.6	3 542	2 791	78.8	569	192	33.7
EL	55 264	40 735	73.7	54 017	40 075	74.2	1 247	660	52.9
ES	353 392	209 519	59.3	245 637	138 762	56.5	107 755	70 757	65.7
FR	295 593	107 952	36.5	198 039	72 824	36.8	97 554	35 128	36.0
IE	32 437	20 235	62.4	25 442	17 640	69.3	6 995	2 595	37.1
IT	345 616	141 169	40.8	234 020	97 175	41.5	111 596	43 994	39.4
CY	15 058	14 006	93.0	14 939	13 899	93.0	119	107	89.9
LV	2 634	1 613	61.2	2 303	1 507	65.4	331	106	32.0
LT	2 623	1 401	53.4	2 062	1 334	64.7	561	67	11.9
LU	2 685	2 452	91.3	1 358	1 273	93.7	1 327	1 179	88.8
HU	19 334	10 646	55.1	15 505	9 029	58.2	3 829	1 617	42.2
MT	7 580	7 298	96.3	7 475	7 194	96.2	105	104	99.0
NL	80 161	25 210	31.4	29 519	15 143	51.3	50 642	10 067	19.9
AT	97 031	69 732	71.9	76 073	56 690	74.5	20 958	13 042	62.2
PL	48 618	10 543	21.7	20 333	7 869	38.7	28 285	2 674	9.5
PT	41 723	24 617	59.0	34 141	23 002	67.4	7 582	1 615	21.3
SI	7 307	4 250	58.2	4 975	3 322	66.8	2 332	928	39.8
SK	10 622	4 801	45.2	6 833	3 650	53.4	3 789	1 151	30.4
FI	17 259	4 499	26.1	14 275	3 887	27.2	2 984	612	20.5
SE	44 940	10 078	22.4	22 900	5 382	23.5	22 040	4 696	21.3
UK	231 328	73 778	31.9	160 299	53 789	33.6	71 029	19 989	28.1
IS	2 189	1 521	69.5	1 569	1 208	77.0	620	313	50.5
NO	26 273	7 644	29.1	17 110	4 761	27.8	9 162	2 883	31.5

Abbreviations for countries

BE	Belgium	ES	Spain	LT	Lithuania	PL	Poland	EE	Estoni	N	Netherland
CZ	Czech	F	France	LU	Luxembour	PT	Portugal	EL	Greece	A	Austria
D	Denmar	IE	Irelan	HU	Hungary	SI	Sloveni	C	Cyprus	FI	Finland
DE	German	IT	Italy	M	Malta	S	Slovaki	LV	Latvia	SE	Sweden

2. TRANSPORT

To say, transport is the key element in the tourism industry, is no exagerration. Transport is the cause and the effect of the growth of tourism. To start with, the improved transport facilities have stimulated tourism, and the expansion of tourism has stimulated transport in turn. There is mutuality. As transportation forms an integral part of tourism, an efficient system of transport, is very much imperative in the sphere of tourism development.

An efficient transport infrastructure refers to a complete and constructive combination of all the three. Such a system of transport infrastructure both within and outside the major cities, particularly for the tourist regions, is an important competitive factor for the growth and development of tourism in any country. An intelligent integration of space, air, rail, water and road transport will be the key to ensuring that tourist destinations benefit from the increased levels of tourist traffic. Attractive hubs, fast, convenient connections between tourism centres, towns and cities and integrated air, road, water and rail links to the regions will be key factors in ensuring the attractiveness tourism destination.

2.1 Share of Diff. Modes of Travel by foreign tourists Within India

A survey by the Ministry of tourism, Government of India in 2003 revealed that the different modes of travel within India by foreign tourists had been almost same level. Travel by air accounted for 32.47% of tourists. 33.76% availed rail major mode and for the remaining 33.77% road transport was the major mode of travel within India. Table 14 gives the data

Table 14:Share of Diff Modes of Travel by foreign tourists within India (%)

Mode of Travel in India	Air	Rail			Road		
		I Class & Above	Other classes	Sub-Total	Special	Ordinary	Sub-Total
% of Tourists	32.47	4.98	28.78	33.76	24.29	9.48	33.77

Preferred Modes

Tourism transport can be divided in two categories: (i) Independent means of travel, customized and controlled by individual tourists and (ii) Mass travel,where tourists travel in groups. Table 15 gives the list of modes used by different class of tourists.

Table 15 Modes of Transport for Independent and Group Tourists

Modes	Type of Transport used by Independent Tourists	Type of Transport used by Mass Travelling Group tourists
Road	Cars and Cabs	Coaches and Buses
Air	Helicopters	Charter flights and general flights
Water	Boats	Ships and crusie lines
Road	Bikes and Cycles	Caravans
Rail	Super-speed trains with circular tickets or rail-pass	Trains, preferably express or other grand features rails

2.2 Air Tourism

Airways are a powerful force for progress in our modern global society. It forms part of the economic lifeline of many countries. It is a catalyst for travel and tourism, the world's largest industry. Beyond economics, air transport enriches the social and cultural fabric of society and contributes to the attainment of peace and prosperity throughout the world. Globally, airlines are responsible for US$2 trillion of economic activity, including US$ 0.7 trillion in direct and US$ 1.3 trillion in indirect transactions.

Jet transportation facilitated the extension of the linkages between people and places, which is supported by ample evidence. Relatively inexpensive air transport has also been crucial to the growth of tourism. It is no coincidence, for instance, that the five major Disney theme parks are all located near one of the world's thirty busiest airports: Disneyworld near Orlando International Airport, Disneyland near Los Angeles International Airport, Euro Disney near Paris-Charles de Gaulle, Tokyo Disneyland near Tokyo-Haneda, and the newest park in Hong Kong which shares Lantau island with the most expensive airport in history

Air tourism is tourism by air mode of transport. It is known that foreign tourism depends on airways for the destinational travel. Airways and global tourism cannot be separated. While cross continent travel by tourists has to be facilitated by air transport as a matter of compulsion with no alternative worthwhile mode existing in most cases, there is no need that domestic travel by tourists be also through air, as alternative modes of transport are available. But air mode is emerging popular for domestic tourism as well.Thus we may say that both foreign and domestic tourism are becoming intimately tied with airways.

2.2.1 Growth

On January 1, 1914, the world's first scheduled flight with a paying passenger hopped across the bay separating Tampa and St. Petersburg, Florida for a fare that eventually stabilized at $10 per person, round-trip (about $200 in 2006 dollars). World War I, which began just months after that first flight from Tampa, provided the first real spur to the development of commercial aviation as air power began to be used and better aircraft were quickly designed. By the eve of World War II, air travel was quite literally taking off, borne aloft by important advances in technology.

Air traffic has grown practically every year since the creation of ICAO in 1944. In 2005, passenger traffic on scheduled carriers of ICAO Contracting States reached the 2 billion mark for the first time. A long-term projected growth of 3.5 per cent annually would push that number to more than 2.5 billion by the year 2010. This translates into more than 30 million aircraft departures.

The global airline industry shows no sign of reducing its activities; with a 5% increase in the number of flights scheduled for May 2007 compared with the same month last year. According to the latest statistics from OAG, the world's

authority on flight information, this represents an additional 113,827 flights and an astonishing 17.7 million extra seats available to travellers. A total of 2.51 million flights are timetabled this month, topping the previous industry high of 2.49 million reported for August 2006. Within this global figure of all scheduled passenger flight operations, the low cost sector shows a 22% increase of over 70,000 more flights year on year and a 26% rise in the number of seats available, representing an extra 12 million low cost seats.

i. Size of Air Industry: It is a fact that air transport brings tremendous benefits to humanity in terms of economic, social and cultural development. The air tourism industry currently in 2005 employs 29 million people, directly or indirectly, and represents 8 per cent of the world's gross domestic product, or some US$3 trillion. About 40 per cent of manufactured goods by value are shipped by air and many national economies are dependent on air transport, which also supports the world's largest industry — travel and tourism.

ii. Passengers flown and passenger-kilometres performed: Statistics supplied by ICAO's 189 Contracting States indicate that traffic in terms of passenger-kilometres performed increased by about 5 per cent in total (domestic and international combined) and some 6 per cent on international services alone over 2005. During 2006, North American legacy carriers initiated a change in strategy by consolidating and strengthening their international operations, focusing on longer routes. At the same time, they tightened domestic capacity deployed for better fleet utilization to respond to low-cost competition.

Accordingly, passenger traffic (in terms of passenger-kilometres performed) increased more rapidly than capacity. The average passenger load factor on total and international services reached almost 76 per cent, up from around 75 per cent in 2005. A similar load factor, around 76 per cent, was also recorded on domestic services, compared to under 75 per cent in 2005.

Traffic figures for 2006 released by the International Civil Aviation Organization (ICAO), showed an increase of about 5 per cent over 2005 for the world's airlines, as measured in tonne-kilometres performed. Total number of passengers grew by about 4 per cent to 2.1 billion. Table 16 gives the world air-travel passenger trend.

Table 16 World Air-travel Passenger Trend.

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Passengers (billion)	1.45	1.46	1.6	1.7	1.68	1.63	1.7	1.85	2.05	2.13

iii. Growth in Aircraft fleet Strength: Aircraft fleet data from OAG's sister company BACK Aviation Solutions reveals there are 38,234 planes operating worldwide in July 2007 compared to 36,803 the same time last year, an increase of almost 4%. North America accounts for nearly one third with 13,800 aircraft, followed by Europe with 10,390. The regions showing the largest year on year increases are Asia Pacific (6.6%) and Africa (6.2%).

iv. Growth in Domestic and International traffic

In 2006, domestic traffic grew more rapidly at around 5 per cent, with international traffic at about 3 per cent. Freight tonnes carried worldwide on scheduled services went up to around 39 million tonnes compared with about 38 million tonnes in 2005.

v. Growth in Seat-capacity

In July 2007, the number of seats offered on flights operating in July 2007 has reached an all-time high, with a capacity of 309.7 million seats worldwide – equivalent to an airline seat for the entire population of the USA. According to the latest statistics from OAG, this represents 19.9 million extra seats (a 7% increase) available to travellers compared with the same month last year. The number of flights for July 2007 has increased by an additional 129,373, a rise of 5% year on year. A total of 2.6 million flights are timetabled this month, topping the previous industry high of 2.51 million reported for May 2007, and up from 2.47 million for July 2006.

Worldwide, changes in capacity were generally in line with traffic growth, particularly on domestic routes, the exception being the Asia/Pacific region where domestic routes showed strong growth in both capacity and traffic. Total capacity offered in terms of seat-kilometres increased around 3 per cent; international capacity increased much more rapidly at almost 5 per cent, while

domestic capacity, proportionally greater, showed a marginal increase of about one per cent.

vi. Growth through Low cost passenger flight operations:

The low cost sector for July 2007 accounts for 16% of all flights (up from 13% a year ago) and 20% of all seats (up from 16%).The low cost sector shows a 23% increase of over 76,000 more flights year on year and a 27% rise in the number of seats available, representing an extra 12.9 million low cost seats in July 2007 compared to July 2006.

vii. Outstanding Airlines of the World:

Tables 17 and 18 give the major commercial airlines and ultra modern airlines of the world.

Table 17: Major Commercial Line

From	To	Airline	Aircraft	Flying Time	Distance(km)
Singapore	New York	Singapore	Airbus A340-500	18:35	15,335
Singapore	Los Angeles	Singapore	Airbus A340-500	18:20	14,104
Bangkok	New York	Thai International	Airbus A340-500	17:30	13,950
New York	Hong Kong	Continental	Boeing 777-200ER/LR	16:00	12,952
Chicago	Hong Kong	United	Boeing 747-400	15:55	12,517
Toronto	Hong Kong	Air Canada	Airbus A340-500	15:30	12,550
Melbourne	Los Angeles	Qantas	Boeing 747-400	15:20	12,751
Karachi	Toronto	Pakistan	Boeing 777-200ER/LR	15:15	11,671

Atlanta	Johanesburg	South African	Boeing 747-400	15:05	13,575

Table 18: Ultra modern airlines

From	To	Airline	Aircraft	Flying Time	Distance(km)
Singapore	New York	Singapore	Airbus A340-500	18:35	15,335
Singapore	Los Angeles	Singapore	Airbus A340-500	18:20	14,104
Bangkok	New York	Thai International	Airbus A340-500	17:30	13,950
New York	Hong Kong	Continental	Boeing 777-200ER/LR	16:00	12,952
Chicago	Hong Kong	United	Boeing 747-400	15:55	12,517
Toronto	Hong Kong	Air Canada	Airbus A340-500	15:30	12,550
Melbourne	Los Angeles	Qantas	Boeing 747-400	15:20	12,751
Karachi	Toronto	Pakistan	Boeing 777-200ER/LR	15:15	11,671
Atlanta	Johanesburg	South African	Boeing 747-400	15:05	13,575

viii. Air Transportation Growth (Passengers and Freight) and Economic Growth, 1950-2006

Over the period 1950-2006, air passenger grew faster than gross world product as the unique ability of air transportation to collapse space and time

drew more traffic. A correlation of 0.65 between passengers growth rates and the growth rates of the Gross World Product (GWP) reveals significant associations.

Air transportation endured a strong period of growth during the 1960s with passengers growth systematically in the 10%-20% range. Airports were being increasingly congested and airline companies were looking for jet planes with higher capacities. The surge of passengers-km in 1970 (+31.1%) is mainly attributed to the introduction of the 747, a large capacity airplane which revolutionalized air transportation by offering lower fares and a longer range of operation. The first shock for air transportation came in 1973 with the Arab oil embargo and the subsequent recession (1974-1975). The 1981-1984 recession, the Gulf War (1991) and the Asian Financial Crisis (1997) were also economic setbacks that impacted on air transportation. However, September 11 2001 events, linked with a recession had considerable impacts on air transportation which experienced a loss of 35 million passengers between 2000 and 2001. This was the second time in history that passengers air transport experienced a year of negative growth.

ix. Scheduled Passengers Carried by different airlines:

Tables 18- 20 and 21- 23 give air-passengers carried and Passenger - Kilometres Flown by the top 10 airlines .

Table 18: International Air-passengers carried in 2006

Rank	Airline	Thousands
1	Ryanair	40,532
2	Lufthansa	38,236
3	Air France	30,417
4	British Airways	29,498
5	KLM	22,322
6	Easyjet	21,917
7	American Airlines	21,228
8	Singapore Airlines	18,022
9	Emirates	16,748
10	Cathay Pacific	16,667

Table 19: Domestic Air-passengers carried in 2006

Rank	Airline	Thousands
1	Southwest Airlines	96,277
2	American Airlines Inc.	78,607
3	Delta Air Lines	63,446
4	United Airlines	58,801
5	Northwest Airlines	45,743
6	All Nippon Airways	45,328
7	China Southern Arlines	45,249
8	Japan Airlines International	37,154
9	Continental Airlines	35,852
10	US Airways	32,094

Table 20: International + Domestic Air-passengers carried in 2006

Rank	Airline	Thousands
1	American Airlines Inc.	99,835
2	Southwest Airlines	96,277
3	Delta Air Lines	73,584
4	United Airlines	69,265
5	Northwest Airlines	55,925
6	Lufthansa	51,213
7	Air France	49,411
8	All Nippon Airways	49,226
9	Japan Airlines International	48,911
10	China Southern Airlines	48,512

Table 21: International Air-passenger-kilometers flown in 2006

Rank	Airline	Millions
1	Air France	112,689
2	British Airways	111,336
3	Lufthansa	109,384

4	Singapore Airlines	87,646
5	American Airlines	81,129
6	United Airlines	74,578
7	Emirates	73,903
8	KLM	71,761
9	Cathay Pacific	71,124
10	Japan Airlines International	59,913

Table 22: Domestic Air-passenger-kilometers flown in 2006

Rank	Airline	Millions
1	American Airlines	143,201
2	United Airlines	114,106
3	Southwest Airlines	108,935
4	Delta Air Lines	104,626
5	Continental Airlines	70,810
6	Northwest Airlines	64,979
7	China Southern Airlines	59,006
8	US Airways	43,606
9	All Nippon Airways	39,586
10	JetBlue	37,513

Table 23: International + Domestic Air-passenger kilometers flown in 2006

Rank	Airline	Millions
1	American Airlines	224,330
2	United Airlines	188,684
3	Delta Air Lines	158,952
4	Air France	123,458
5	Continental Airlines	122,712
6	Northwest Airlines	116,845
7	British Airways	114,896
8	Lufthansa	114,672
9	Southwest Airlines	108,935
10	Japan Airlines	89,314

2.3 Railways

Rail transport is a major form of public transport in many countries. In Asia, for example, many millions use trains as regular transport in India, China, South Korea and Japan. It is also widespread in European countries. By comparison, intercity rail transport in the United States is relatively scarce outside the Northeast Corridor, although a number of major U.S. cities have heavily-used, local rail-based passenger transport systems or light rail or commuter rail operations.

Wagonways or tramways are thought to have developed in Germany in the 1550s to facilitate the transport of ore tubs to and from mines, utilising primitive wooden rails. The technology spread across Europe and had certainly arrived in Britain by the early 1600s. The Wollaton Wagonway was probably the earliest British installation, completed in 1604 , and recorded as running from Strelley to Wollaton near Nottingham. Another early wagonway is noted at Broseley in Shropshire from 1605 onwards. By the eighteenth century, such wagonways and tramways existed in a number of areas.

Modern rail transport systems first appeared in England in the 1820s. These systems, which made use of the steam locomotive, were the first practical forms of mechanized land transport, and they remained the primary form of mechanized land transport for the next 100 years.

High-speed rail (HSR) has the advantage over automobiles in that it can move passengers at speeds far faster than those possible by car. The lower limit for HSR (200 km/h, 125 mph) is substantially faster than the highest road speed limit in any country. Ignoring the few countries without a general speed limit, the speed limit is rarely higher than 130 km/h (80 mph). For journeys that connect city center to city center, HSR's advantage is increased due to the lower speed limits within most urban areas. Generally, the longer the journey, the better the time advantage of rail over road if going to the same destination.

Moreover, train tracks permit a far higher throughput of passengers per hour than a road the same width. A high speed rail needs just a double track railway, one track for each direction. A typical capacity is 15 trains per hour and 800 passengers per train (as for the Eurostar sets), which implies a capacity of 12,000 passengers per hour in each direction. By way of contrast, the Highway Capacity Manual gives a maximum capacity for a single lane of highway of 2,250 passenger cars per hour (excluding trucks or RVs). Assuming an average

vehicle occupancy of 1.57 people [6], a standard twin track railway has a typical capacity 13% greater than a 6-lane highway (3 lanes each way), while requiring only 40% of the land (1.0/3.0 versus 2.5/7.5 hectares per kilometer of direct/indirect land consumption). This means that typical passenger rail carries 2.83 times as many passengers per hour per meter (width) as a road. Some passenger rail systems, such as the Tokaido Shinkansen line in Japan, have much higher ratios (with as many as 20,000 passengers per hour per direction). Congested roadways tend to be commuter - these carry fewer than 1.57 persons per vehicle (Washington State Department of Transportation, for instance, uses 1.2 persons per vehicle) during commute times. Congestion also causes the maximum throughput of a lane to decrease.

Indian Railways, is the largest rail networks in Asia and is indeed the lifeline of the nation. The Indian Railways is the second largest railway system in the world. It has over 63,000 KM of track laid between 7000 stations and running 7000 Passenger Trains. It transports about 17 million passengers everyday or over 6 billion passengers annually in the early 2010s. And it is moving over 700 million tonnes of freight every year. Indian Railways carry over 6 billion passengers in a year.

Billion-records: On 28 November 2003 the TGV carried its one-billionth passenger. The two-billion mark is expected to be reached in 2010. Japan's Shinkansen's reached the five billionth passenger mark in 2000 itself.

2.3.1 World Records in Railways

Table 24 gives the Countries with more than 1 billion passengers. Japan and India are great rail users, followed by Germany, Russia, china, etc.

Table 24: Countries with more than 1 billion passengers

Country	Billion passengers	Year
Japan	8.78	2006
India	5.38	2005
Germany	1.85	2006
China	1.36	2007
Russia	1.32	2006
United Kingdom	1.16	2006
France	1.00	2006

Table 25 gives the Countries with more than 5 billion passenger-km, along with the year in which the record was first created. China, India, Japan and Russia have enviable records, followed by France, Germany, etc.

Records of Land speed of rails are listed in table 26. Japan, France and Germany are the speed record creators.

Table 25 gives the Countries with more than 5 billion passenger-km

Country	Passenger KM (bn)	Year	Country	Passenger KM (bn)	Year
China	721.63	2007	Netherlands	15.41	2006
India	615.63	2006	Switzerland	14.86	2006
European Union	371.27	2006	Kazakhstan	13.61	2006
Japan	249.03	2006	Iran	12.58	2006
Russia	173.70	2005	Belarus	9.97	2006
France	78.46	2006	Belgium	9.61	2006
Germany	74.73	2006	Taiwan	9.34	2006
Ukraine	53.23	2006	Thailand	9.20	2004
United Kingdom	46.76	2006	Austria	8.85	2006
Italy	46.44	2006	Romania	8.05	2006
Egypt	40.84	2005	Argentina	6.98	2003
South Korea	31.42	2006	Hungary	6.92	2006
Pakistan	25.62	2006	Czech Republic	6.89	2006
Indonesia	25.54	2004	Sweden	5.68	2006
United States	22.50	2006	Denmark	5.65	2006
Spain	21.25	2006	Turkey	5.28	2005
Poland	16.98	2006			

Table 26: Land speed record for railed vehicles

Year	Country	Train	Speed	Remarks
1963	Japan	Shinkansen	256 km/h	
1967	France	TGV	318 km/h (gas	
1968	West	200 km/h		

1972	Japan	Shinkansen	286 km/h	
1974	West	EET	230 km/h	
1974	France	Aérotrain	430.2 km/h	HSMT
1975	West	Comet	401.3 km/h	Steam propulsion
1978	Japan	HSST	307.8 km/h	Aux. Rocket propln.
1978	Japan	HSST	110 km/h	
1978	Italy	Pendolino	250 km/h	
1979	Japan	Shinkansen	319 km/h	
1979.	Japan	ML	504 km/h	
1979.	Japan	ML	517 km/h	
1981	France	TGV	380 km/h	
1985	West	ICE	300 km/h	
1987	Japan	MLU	400.8 km/h	
1988	West	ICE	406 km/h	
1988	West	TR	412.6 km/h	
1989	West	TR	436 km/h	
1990	France	TGV	515.3 km/h	
1992	Japan	Shinkansen	350 km/h	
1993	Japan	Shinkansen	425 km/h	
1993	Germany	TR	450 km/h	
1994	Japan	MLU002N	431 km/h	
1996	Japan	Shinkansen	446 km/h	
1997	Japan	MLX01	550 km/h	
1999	Japan	MLX01	552 km/h	
2003	Germany	Transrapid	501 km/h	
2003	Japan	MLX01	581 km/h	
2007	France	TGV	574.8 km/h	

The **Shinkansen** is a network of high-speed railway lines in Japan operated by Japan Railways. Since the initial Tokaido Shinkansen opened in 1964 running at 210 km/h (130 mph), the network (2,459 km or 1,528 miles) has expanded to link most major cities on the islands of Honshu and Kyushu with running speeds of up to 300 km/h (186 mph), in an earthquake and typhoon

prone environment. Test run speeds have been 443 km/h (275 mph) for conventional rail in 1996, and up to a world record of 581 km/h (361 mph) for maglev trainsets, in 2003. Shinkansen literally means "New Trunk Line" and hence strictly speaking refers only to the tracks, while the trains themselves are officially referred to as "Super Express" .

Even today, Europe, the well developed economy, is depending on railways. The **TGV** (train à grande vitesse- French terms for "high-speed train"), is France's high-speed rail service developed by GEC-Alsthom (now Alstom) and SNCF, the French national rail operator. Following the inaugural TGV service between Paris and Lyon in 1981, the TGV network, centred on Paris, has expanded to connect cities across France and in adjacent countries. It holds the record for the fastest wheeled train, having reached 574.8 km/h (357 mph) on 3 April 2007, and also holds the world's highest average speed for a regular passenger service. High speed is made possible through the use of specially-designed LGVs (lignes à grande vitesse, high-speed lines) without sharp curves and with high-powered electric motors, low axle weight, articulated carriages and in-cab signalling (eliminating the need for drivers to view line-side signals at high speed). Trains derived from TGV designs operate in South Korea (KTX) and Spain (AVE).

2.3.2 Railways in Tourism

Railways play an important role in tourist transportation within a country, both as destinational travel mode as well as short-haul. Trains are very fast, but the network is not too flexible, pre-established routes have to be followed. The features of railways may be highlighted now.

Transnational service to develop tourism: Cross-country rail services promote cross-border tourism. The railway systems of several countries, notably in Europe, have seen massive investments for long-distance routes and high speed engines across nations, benefiting international tourism in the region concerned. Transnational train service is the order of the day in the Western Europe. Now the European Union is further taking steps to expand. Eager to emulate the success of the French network, neighbouring countries such as Belgium, Italy, Spain and Germany built their own high-speed lines. TGVs link with Switzerland through the French network, with Belgium, Germany and the Netherlands through the Thalys network, and the Euro-star network links France and Belgium with the United Kingdom. From June 2007, the new rail link

brought Strasbourg within 2 hrs 20 mts of Paris and open the way to high-speed travel between France, Germany, Switzerland and Luxembourg, spanning 1500 Kms. That is the great side ofrailways in Europe.

Suits short-durational intercity, inter-country travels: Train travel could replace air-travel option as well. Travel by TGV has largely replaced air travel between connected cities, due to shorter travel times (especially for trips taking less than three hours), reduced check-in, security and boarding formalities, and the convenient location of stations in the hearts of cities. The TGV is a safe mode of transport, whilst there have been accidents, there have been no fatalities at speeds over 161km/h (100mph).

Exploring the beauty of Nations: Holiday tourists' need to go long distances by surface, without undergoing the procedures of passport/visa, security-check up, etc is well met by the Railways. Though the railway network usually reflects the commercial needs of the national economy, long distance commuting by tourists is amply facilitated by railways. For instance, Indian Railways cater to tourists with many schemes, taking them to a new adventure, an adventure through varied landscapes, cultures and histories. By travelling through Railways one can be a part of the scintillating diversity that the country-side and metro-side of countries have. To explore in-depth and feel the joy of unravelling mysteries and discover nature's virgin pleasures, Railways give golden opportunity. Whether it is a yatra or a picnic or a visit to an exotic destination, one can make it memorable by opting for the trains.

Economical and comfortable mode of transport: Railways are the fastest mode of surface transportation. Rail travel is a great yet another option to tourists. There are inter-country rail transportation, inter-city rail transportation and sub-urban rail transportation. Besides there are superfast, express, fast passenger, slow passenger or simply passenger train services. Definitely the superfast and express services are useful alternative mode for tourists. Railways was the dominant form of mass public transport before the car age in the developed economies, and still remains the main transport mode in both developed and less developed economies. The Railways have been largely responsible for the development of tourism within Western Europe, India, South Korea, etc by providing fast, economical and comfortable mode of transport. Both domestic and foreign tourists prefer railways on consideration of cost,

comforts and flexibility. So there is added responsibility on the part of the railways to adopt as many promotional programmes as possible.

The level of passenger satisfaction depends on the general level of comforts and facilities provided by the railways. It should be said to the credit of the railways that physical comforts in most of the trains have improved. Now trains are becoming faster. Seats and berths are being progressively cushioned. Bathrooms and other facilities have improved, and soon. But what is to be immediately done is to see that the existing facilities are well maintained by the railways and properly used by the public. Improved coaches and more coaches with sleeper berths, better seats, clean toilets, more fans and better lights would go a long way in making rail journey more comfortable. Online booking has become a great boon to tourists.

Faster and Fastest service: Trains can be faster and fastest too. The Eurostar service that began operation in 1994, connecting continental Europe to London via the Channel Tunnel with a version of the TGV designed for use in the tunnel and in the United Kingdom was a faster service. The first phase of the British high speed line, the Channel Tunnel Rail Link, was completed in 2003, and the second phase is being completed and will open for public use on Wednesday 14 November 2007. The fastest trains will then take 2 hours 15 minutes on the London-Paris and 1 hour 51 minutes on the London-Brussels route. A Eurostar train broke the endurance record for the longest non-stop journey in the world on 17 May 2006 carrying the cast and filmmakers of The Da Vinci Code from London to Cannes for the Cannes Film Festival. The 1421 km (883.0 miles) journey took 7 hours 25 minutes or 192 Kms per hour. The journey broke the previous record set by a TGV Duplex train travelling from Calais to Marseille (1067.2 kms or 663 miles) in 6 hours 29 minutes for the inauguration of the LGV Mediterranean on 26 May 2001. The TGV was in 2005 the world's fastest conventional scheduled train: one journey's average start-to-stop speed from Lyon-St-Exupery to Aix-en-Province was 263.3 km/h (163.6 mph). In India the maximum average speed is 90Kms/hour in the Rajhadhani express trains.

High speed Trans-European Rails: The movement of people is one of the keys to the building of Europe and to trade. By making Europe more accessible, the TGV Est high-speed line will create new economic prospects for the cities and regions through which it passes. This innovative line will make it possible to increase mobility while at the same time expanding what is the safest and most

environmentally friendly mode of transport. The line will eventually become the French section of the `Magistrale pour l`Europe`, a 1 500-kilometre rail link between Paris and Bratislava intended to serve the heart of the continent, where 10% of the Union's population lives. The inauguration of this high-speed line marks an important stage in the building of this trans-European corridor. The line cuts travelling time by half and improves services to France's large eastern region. The new high-speed route brings Strasbourg within 2 h 20 m of Paris; Metz and Nancy are within 1 h 30 m, and Reims within 45 m. Three new stations - Champagne-Ardenne TGV, Meuse TGV and Lorraine TGV - have been built to provide direct interprovincial links.

It also opens the way to high-speed travel to Germany, Switzerland and Luxembourg: the journey time from Frankfurt to Paris will be 3 hrs.&45 mts. instead of the current 6 hrs. & 15 mts. The fastest line in Europe, with a new speed record of 547 km/h and trains running at a commercial speed of 320 km/h, the TGV Est high-speed line is a technological miracle. Its construction has beaten all records: 60 million cubic metres of earth shifted, 12 million tonnes of materials transported (1333 times the weight of the Eiffel Tower), 338 bridges, viaducts and wildlife culverts, 1200 metres of track laid every day, and from 10 June 2007, when the line will be opened to the public, 11 million passengers are expected every year. The line was financed by 22 partners. Out of the budget for trans-European transport networks, the EU has invested €230 million in the first phase of the work, or 7% of the total cost. The Community contribution, which is particularly large, makes TGV Est one of the EU's most-funded transport projects to date. Yes, railways serve as efficient travel even in the international borders. Like CellOne, **EuropeOne** might be a reality with these kind of projects.

2.4. Roadways

Tourists simply cannot set upon their travel for tourism purpose just 'on an aircraft or on a space-craft' or a hovercraft' as the case may be. They need to travel by road, at least a short distance as they begin their sojourn and upon reaching the destination by whatever destinational mode of transport, they again take to road mode to sight-see the tourism attractions. Thus road transport is indispensable. Coach tourism contributes significantly to businesses and welfare of visited tourist sites and cities.

Efficient road transport, the essence of tourism experience: An efficient road transport infrastructure refers to a complete and constructive combination of all the three. Such a system of transport infrastructure both within and outside the major cities, particularly for the tourist regions, is an important competitive factor for the growth and development of tourism in any country. An intelligent integration of **'infrastructure, vehicles, and operations'** will make the road transport preferred mode leading to increased levels of tourist traffic. Both business and pleasure tourism segments can be wooed to road mode given a thoughtful orientation. Competitive tourism needs competent transport. Salutations to technology, today we have great many marvels in road construction, vehicle designs and innovative road service operations.

2.4.1 Innovations in Road Ways to Make it Tourist- Friendly

Ecobuses: Environmentally friendlier buses are modern innovations. There are three EcoBuses, namely, CUTE, ECTOS and STEP, as described below.

CUTE stands for Clean Urban Transport for Europe. This European Union initiative is responsible for the fuel cell buses in Hamburg, London, Barcelona, Stockholm, Porto, Stuttgart, Amsterdam, Luxembourg, and Madrid.

ECTOS stands for Ecological City Transport System. Icelandic New Energy is responsible for this project, the aim of which is to demonstrate "state-of-the-art" hydrogen technology by running part of the public transport system with fuel cell buses in Reykjavík, Iceland. Hydrogen will be produced from domestic geothermal and hydro-powered energy sources by electrolysis.

STEP stands for Sustainable Transport Energy for Perth. This initiative of the Government of Western Australia's Department of Planning and Infrastructure (DPI), is being run by Path Transit, although Transperth is responsible for the fuel cell buses in Perth, Western Australia. They began service on September 27, 2004.

The buses were manufactured by DaimlerChrysler, the manufacturer of Mercedes-Benz vehicles, and use fuel cell engines manufactured by XCELLSIS Fuel Cell Engines, now a division of Ballard Power Systems, developed as an alliance of Ballard, DaimlerChrysler, and Ford Motor Company. A number of the cities are receiving their hydrogen from BP. The trial is being independently evaluated, mostly by Murdoch University.

Articulated buses, also known as tandem buses, bendy buses, or accordion buses in the UK and US, are a type of bus with an enhanced passenger capacity. Found almost exclusively in public transportation use, these buses are approximately 18 m (60 ft), while regular buses are 11 to 14 m (35-45 ft). Some buses have two joints, and these are called bi-articulated. Their capacity is around 200 and their length about 25 m (82 ft). These are exotic and usually run in separate and often auto-guided lanes (quasi-trams or bus rapid transit). The main benefits of an articulated bus are increased stability from a lower centre of gravity, lower road-wheel pressure, higher maximum speed, and accessibility to the handicapped and elderly. Accordion buses can be used in some cities with a tram network. Accordion buses are more suitable for mass transit purposes, because they have more doors (usually three dual-lane and one single-lane door or four duals on European articulated buses) for rapid exchange of passengers. In Israel, the use of articulated buses—commonly called long buses—is widespread, particularly in Gush Dan and Jerusalem, the two great urban centres of the country. The long buses are considered reliable and useful and they served in Israel since the mid-seventies. In Adelaide, Australia, articulated buses are used on the O-Bahn guided busway.

Coaches: In British English and Australian English, the term coach is used to refer to a large motor vehicle for conveying passengers. It is similar to a bus but is usually more comfortable and designed for longer-distance travel or touring. The term coach appears in the formal names of many such firms in the US, though most people still call them bus lines. There are two categories of motor coach: long distance inter-city coach service, and urban-suburban bus line. Intercity coach services compete with other means of long-distance travel, such as trains, planes, and automobiles. Thus, to make the trip comfortable, these coaches often have reclinable upholstered seats, a toilet, and air-conditioning. Many other components are similar to an airliner, with storage bins for carry-on luggage, small tables for small snacks, small televisions to show TV shows and/or videos, and passenger-controlled lights above each seat. Luggage is stored below the floor, and is accessible from outside panels. Because they are designed for long distance travel (instead of having to take on and discharge many passengers for very short runs), it is rare for a motor coach to have more than one door (save for a wheelchair-lift access) or standing room; especially on inter-city services. This version of coach is also the common vehicle among charter services, touring industries, and private ownership. Prices for travelling

by coach are usually cheaper than other modes of long distance transportation. The sub-urban coaches have fewer of these facilities.

A dual-mode bus is a hybrid bus that can run on power from two different sources, typically electricity from overhead lines (in a similar way to trolleybuses) or batteries and fossil fuel (generally diesel). Electric power is required in the exclusive right of way that runs in a tunnel; diesel power is used to run on city streets and highways.

A party bus (also known as a Party Ride, limo bus, limousine bus or luxury bus) is a large motor vehicle designed to carry 20 or more passengers. Party buses are often driven by chauffeurs. Party buses offer more amenities and standard equipment than most other forms of ground transportation. These amenities may include upgraded electrical systems, fast idle controller, AM/FM stereo with CD player, power/heated remote control mirrors, power door locks and windows, upgraded seats and fabric, strip-poles, air actuated passenger entry door, video and audio systems, luggage partitions, back-up cameras, seat and fabric upgrades, smoke machines, laser lights, disco lights, strobe lights, on-board restroom, ADA equipment and a large array of floor plans to suit demanding transportation needs. While some party buses are used for week long tours and events, most are used for day trips and events. Most party buses, however, operate as livery vehicles, providing upmarket competition to limousines and taxicabs.

A sleeper bus is a type of coach used to transport bands and their roadies between cities and shows. These vehicles are full sized coaches but are only designed internally to carry around 20 passengers. There are always full galley facilities, comfortable lounges and bunk beds to allow the passengers to eat, relax & sleep whilst the driver drives to the next town or city for the next gig or concert. These vehicles always have blacked out or mirrored windows to allow the passengers to see out but preventing fans from peering in. They are very well equipped as the comfort of the passengers is paramount. DVD players, large screen Plasma Televisions, and game systems are now the norm while some vehicles even have personal DVD players and screens in each bunk. Both in the UK and USA there has been a ramping of expectations. TV and Play-stations in every bunk, 3G Internet access, coffee machines, wide memory foam mattresses, decent air conditioning, etc. Some travel companies have these as mobile hotels taking tourists to locations where there is no hotel, or there are long distances

overnight. These are also known as: Band bus, Crew bus, Night-liner, Nightrider, Sleeper coach and Tour Bus

A double-decker bus is a bus that has two levels. While double-decker long-distance coaches are in widespread use around the world, double-decker city buses are less common. Double-decker buses are popular in some European cities and in some parts of Asia, usually in former British colonies. Many towns around the world specialise in short sight-seeing tours for tourists using double-decker buses.

Jitney (JT): A transit mode comprised of passenger cars or vans operating on fixed routes (sometimes with minor deviations) as demand warrants without fixed schedules or fixed stops.

Cable Car (CC): A transit mode that is an electric railway with individually controlled transit vehicles attached to a moving cable located below the street surface and powered by engines or motors at a central location, not on board the vehicle.

2.4.2 Use Level of Roadways

The United States has the largest network of national highways, including Interstate highways and United States Numbered Highways. This network is present in every state and connects all major cities. China has the second largest highway system in the world. Economics and society depend heavily on efficient roads. In the European Union (EU) 44 % of all goods are moved by trucks over roads and 85 % of all persons are transported by cars, buses or coaches on roads. Indian roads carry over 80 per cent of the passenger and over 70 per cent of the freight traffic of the country.

2.5. Waterways as Tourism Attractions

Except, fire, every basic element of nature serves as a medium of transportation. Land permits road/rail transports, air permits airways, space permits space-ways and water permits inland and ocean transport. Of course fire serves as the fuelling element of the craft of all modes. Thus the 5 basic elements, called, *'pancha boothams'* help transportation in one way or other.

Travelling by water and travelling for pleasure by water are both real pleasures that other modes of transport cannot afford, provided everything goes well. Water transport is the process of moving people, goods, etc. by barge, boat, ship or sailboat over a sea, ocean, lake, canal or river. This is frequently undertaken for purposes of commerce, recreation or military.

A ferry is a form of transport, usually a boat or ship, but also other forms, carrying or ferrying passengers and sometimes their vehicles to facilitate land surface travel on the main-land. Most ferries operate on regular, frequent and return services. A foot-passenger ferry with many stops, such as in Venice, is sometimes called a waterbus or water taxi. Ferries form a part of the public transport systems of many waterside cities and islands, allowing direct transit between points at a cost much lower than bridges or tunnels. The whole of western Europe and the northern America, especially the Caribbean, Canada and the Mediterranean areas are famous for cruises and ferries. Tourists prefer ferries as an alternative mode of transport with attraction. Island states with string of Islands have great attraction for ferry services both as tourism transport as well as regular transport.

2.5.1 Developments in Ferry Services

First steam-powered ferry: On 11 October 1811 inventor John Stevens' ship the Juliana, began operation as the first steam-powered ferry (service was between New York City and Hoboken, New Jersey).

Shortest regular ferry route: The world's shortest regular ferry route runs a scant few feet across the harbour of Edgartown, Massachusetts to the island of Chappaquiddick off Martha's Vineyard Island. Although it operates with no set schedule, it runs every day, hence its name "On-Time"."

Oldest ferry service: The oldest ferry service in continuous operation may be the Sundbåt ("Sound/Strait Boat") shuttle in Kristiansund, Norway. Started in 1876, the small motor ferry crosses the harbour from Kirklandet to Innlandet, then Nordlandet, Gomalandet, and back to Kirklandet, repeating the round trip in half-hour intervals morning to evening on weekdays. Another contender for oldest ferry is the Mersey Ferries service from Liverpool to Birkenhead, England. There is evidence that there has been a ferry service over the river for over 800 years.

Largest ferry systems: Two of the world's largest ferry systems are located in the Strait of Georgia, in the Canadian province of British Columbia, and Puget Sound, in the U.S. state of Washington. BC Ferries in British Columbia operates 34 vessels, visiting 47 ports of call, while Washington State Ferries owns 28 vessels, travelling to 20 ports of call around Puget Sound. The Sydney Ferries Corporation in Sydney, Australia operates 31 passenger ferries in Port Jackson (Sydney Harbour), carrying 18 million passengers annually. It operates catamarans and other types of ferries on these routes, with the most famous likely being the Circular Quay-Manly route. Sydney Ferries became an independent corporation owned by the government in 2004.

Busiest ferry routes: Some of world's busiest ferry routes include the Star Ferry in Hong Kong and the Staten Island Ferry in New York City. Metrolink Queensland operates 21 passenger ferries on behalf of Brisbane City Council, 12 being single-hulled ferries and 9 CityCats (catamarans), along the Brisbane River from the University of Queensland through the city to Brett's Wharf. The busiest seaway in the world, the English Channel, connects Great Britain and mainland Europe sailing mainly to French ports, such as Calais, Boulogne, Cherbourg-Octeville, Caen, St Malo and Le Havre. Ferries from Great Britain also sail to Belgium, Denmark, The Netherlands, Norway, Spain and Ireland. Some ferries carry mainly tourist traffic, but most also carry freight, and some are exclusively for the use of freight.

2.5.2 Ferries in Different Countries

In Europe, large cruise ferries sail in the Baltic Sea between Finland, Sweden, Germany and Estonia, and from Italy to Albania and Greece. In many ways, these ferries are like cruise ships, but they can also carry hundreds of cars on car decks. In Britain, car-carrying ferries are sometimes referred to as RORO (roll-on, roll-off) for the ease by which vehicles can board and leave.

In Australia, two Spirit of Tasmania ferries carry passengers and vehicles 300 kilometres across Bass Strait, which separates Tasmania from the Australian mainland. These run overnight but also include day crossings in peak time. Both ferries are based in the northern Tasmanian port city of Devonport and sail to Melbourne, Victoria.

In New Zealand, ferry services known as the Inter-islander and Blue-bridge connect Wellington in the North Island with Picton in the South Island, across Cook Strait.

In Canada, due to the numbers of large freshwater lakes and length of shoreline many provinces and territories have ferry services. British Columbia Ferries carries travellers between Vancouver Island and the British Columbia mainland on the country's west coast. This ferry service operates to other islands including the Gulf Islands and the Queen Charlotte Islands. Canada's east coast has been home to numerous inter- and intra- provincial ferry and coastal services, including a large network operated by the federal government. Private and publicly owned ferry operations in eastern Canada include Marine Atlantic, serving the island of Newfoundland, as well as Bay, NFL, CTMA, Coastal Transport, and STQ to name but a few. Canadian waters in the Great Lakes once hosted numerous ferry services, however these have been reduced to those offered by Owen Sound Transportation and several smaller operations. There are also several commuter passenger ferry services operated in major cities, such as Metro Transit in Halifax, Toronto Island Ferry in Toronto and Sea-Bus in Vancouver.

Washington State Ferries operates the most extensive ferry system in the United States, with ten routes on Puget Sound and the Strait of Juan de Fuca serving terminals in Washington and Vancouver Island. The Staten Island Ferry in New York City, sailing between the boroughs of Manhattan and Staten Island, is the nation's single busiest ferry route by passenger volume. Until the completion of the Mackinac Bridge in the 1950s, ferries were used for vehicle transportation between the Lower Peninsula of Michigan and the Upper Peninsula of Michigan, across the Straits of Mackinac in the United States.

2.5.3 Types of Ferries

Ferry designs depend on the length of the route, the passenger or vehicle capacity required, speed requirements and the water conditions the craft must deal with. Ferries are also made of Aluminium, powered by quiet, eco-friendly four-stroke engines, to navigate the waterways in the best possible manner.

Hydrofoils have the advantage of higher cruising speeds, succeeding hovercraft on some English Channel routes where the ferries now compete against the Eurotunnel and Eurostar trains that use the Channel Tunnel.

Passenger-only hydrofoils also proved a practical, fast and relatively economical solution in the Canary Islands but were recently replaced by faster catamaran "high speed" ferries that can carry cars. Their replacement by the larger craft is seen by critics as a retrograde step given that the new vessels use much more fuel and foster the inappropriate use of cars in islands already suffering from the impact of mass tourism.

Hovercrafts were developed in the 1960s and 1970s to carry cars. The largest was the massive SRN4 which carried cars in its centre section with ramps at the bow and stern between England and France.

Catamarans are normally associated with high-speed ferry services. Stena Line operates the largest catamarans in the world, the Stena HSS class, between the United Kingdom and mainland Europe or Ireland. These waterjet-powered vessels, displacing 19,638 tonnes, are larger than most catamarans and can accommodate 375 passenger cars and 1,500 passengers. The Luciano Federico L is one of the fastest catamaran ferries in the world and can hold up to 450 passengers and 52 cars. It is largely based on Advanced Mulihull Designs (AMD) type 1130 catamaran and has an overall hull length of 77.32m, a beam of 19m (excluding fenders) and a full load draught of 2.15m.

Roll on-roll off ferries (RORO) are large, conventional ferries named for the ease by which vehicles can board and leave.

A **cruise-ferry** is a ship that combines the features of a cruise ship with a RoRo ferry. In many cases the ships generate a large portion of their revenue from cruise passengers.

Fast RoPax ferries are conventional ferries with a large garage intake and a relatively large passenger capacity, with conventional diesel propulsion and propellers that sail over 25 knots. Pioneering this class of ferries was Attica Group, when it introduced Superfast I between Greece and Italy in 1995 through its subsidiary company Superfast Ferries.

Cable ferry is self-propelled that cross the lower reaches of river. Very short distances may be crossed by a cable or chain ferry, where the ferry is propelled along and steered by cables connected to each shore. Sometimes the cable ferry is human powered by someone on the boat. Reaction ferries are cable ferries that use the perpendicular force of the current as a source of power. Examples of a current propelled ferry are the four Rhine ferries in Basel,

Switzerland. Cable ferries may be used in fast-flowing rivers across short distances. Cable ferries are referred to in Australia and New Zealand as "punts".

Free ferries operate in some parts of the world, such as at Woolwich in London, England (across the River Thames); in Amsterdam, Netherlands (across the IJ waterway); in New York Harbor, connecting Manhattan to Staten Island; and across many lakes in British Columbia.

Victorian inventions: Along the shore of Brighton there was a "ferry" on rails.the Brighton and Rottingdean Seashore Electric Railway had carriages mounted 100 ft above rails that were under water at high tide. It ran between Brighton and the nearby coastal village of Rottingdean.

Air ferries: In the 1950s and 1960s, travel on an "air ferry" was possible—aeroplanes, often ex-military, specially equipped to take a small number of cars in addition to "foot" passengers. These operated various routes including between the United Kingdom and Continental Europe. Companies operating such services included Corsair. The term is also applied to any "ferrying" by air, and is commonly used when referring to airborne military operations.

2.5.4 Docking

Ferry boats often dock at specialized facilities designed to position the boat for loading and unloading, called a ferry slip. If the ferry transports road vehicles or railway carriages there will usually be an adjustable ramp called an apron that is part of the slip. In other cases, the apron ramp will be a part of the ferry itself, acting as a wave guard when elevated and lowered to meet a fixed ramp at the terminus — a road segment that extends partially underwater.

2.5.5 Sea Cruise Tourism

The cruise tourism 'product' is superior to a land-based holidayin six ways: value for money; a 'trouble-free' environment; excellent food; the 'romance of the sea'; superior activities and entertainment; and 'an atmosphere of pampering service'. It is a kind of 'pleasure prisons', according to some. The larger vessels themselves act as a floating islands competing with the real islands. For many of the elderly people the cruise works out cheaper and more comfortable than staying alone in their homes. That is the sweetness of cruise tourism.

2.5.6 Cruise Line

A cruise line is a company that operates cruise ships. Cruise lines have a dual character; they are partly in the transportation business, and partly in the leisure entertainment business, a duality that carries down into the ships themselves, which have both a crew headed by the ship's captain, and a hospitality staff headed by the equivalent of a hotel manager. Among cruise lines, some are direct descendants of the traditional passenger shipping lines, while others were founded from the 1960s on specifically for cruising. The business is extremely volatile; the ships are massive capital expenditures with ruinous operating costs, and a slight dip in bookings can easily put a company out of business. Cruise lines frequently sell, renovate, or simply rename their ships just to keep up with travel trends.

Cruise operators: There about 55 cruise operators worldover, 25 each in America and Europe and 5 in Australia and Asia put together. NCL America, AIDA Cruises, American Cruise Lines, American Canadian Caribbean Line, Ånedin Line, Anek Lines, Bora Bora Cruises, Birka Line, Carnival Cruise Lines, Celebrity Cruises, Clipper Cruise Line, Costa Cruises, Cruise West, Crystal Cruises, Cunard Line, Custom Alaska Cruises, DFDS Seaways, Disney Cruise Line, Easy Cruise, First European Cruises, Fred. Olsen Cruise Lines Hapag-Lloyd Cruises, Holland America Line, Hurtigruten Group, Imperial Majesty, Kristina Cruises, Minoan Lines, Holland- America Line, Louis Hellenic Cruise Lines, MSC Italian Cruises, Norwegian America Line, Norwegian Capricorn Line, Norwegian Cruise Line, Oceania Cruises, Olivia Cruises, Orient Lines, Orion Expedition Cruises, P & O Cruises, P & O Irish Ferries, Polar Star Expeditions, Premier Cruise Line, Princess Cruises, Regent Seven Seas Cruises, Royal Caribbean International, Royal Olympia Cruises, Silversea Cruises, Seabourn Cruise Line, SeaFrance, Silja Line, Stena Line, Star Cruises, Swan Hellenic, Tallink, Travel Dynamics International, Viking Line, Windjammer Barefoot Cruises and Windstar Cruises.

Three largest cruise operators: Currently the three largest cruise operators in the world are: (i) Carnival Corporation & PLC operates 82 ships and is a British-American corporation with headquarters in Miami, U.S.A. and London, England. (ii) Royal Caribbean Cruises Ltd. has 34 ships in service and is based in Miami, U.S.A. (iii) Star Cruises has a combined fleet of 18 ships and the corporate headquarters is located in Hong Kong.

"Brands" within larger corporations: A wave of failures and consolidation in the 1990s has led to many cruise lines existing only as "brands" within larger corporations, much as a single automobile company produces several makes of cars. Brands exist partly because of repeat customer loyalty, and also to offer different levels of quality and service. For instance, Carnival Corporation owns both Carnival Cruise Lines, whose former image were vessels that had a reputation as "party ships" for younger travellers, but have become large, modern, and extremely elegant, yet still profitable, and Holland America Line, whose ships cultivate an image of classic elegance.

Fastest growing segment of tourism - Cruise tourism: Cruise tourism is one of the fastest growing sectors in the tourism industry. The industry is growing at the compounded annual growth rate of 8 to 10% for over 40 years. Globally, demand for cruising remained strong in 2005, and the industry increased passenger carryings by 6 percent over 2004 to 11.5 million passengers worldwide in 2005. U.S. residents totaled 9.1 million, or 79 percent, of global passengers. A 2006 CLIA Summary of Market Projections predicts that more than 31 million people will take a cruise over the next three years.

Merger of two major industry organizations in 2006: Driven by continued growth in the Cruise tourism industry and cruising's ever widening share of the leisure travel market, the cruise industry's two long-standing and respected cruise trade organizations, namely New York-based Cruise Lines International Association (CLIA) and the Washington DC-based International Council of Cruise Lines (ICCL), merged in June 2006 forming an expanded organization representing major cruise lines and more than 17,000 travel agents selling cruises. The merged organization will continue to be called CLIA, and, after a transition period, is expected to move its headquarters to Miami. The CLIA-member lines, which include Carnival Cruise Lines (CCL), RCL, NCL and Mediterranean Shipping Company (MSC) Cruises, among others, "carried 11.8 million passengers, of which 9.67 million were from North America."

North America – the major cruise tourism market: The North American market (which includes the Caribbean) is the dominant one accounting for almost 70% of total cruise passengers. This dominance is expected to decline as other markets mature. North American cruise fleet remained at 192 vessels in 2005. Due to larger newbuilds, capacity grew by 2.2 percent for a total combined capacity of 245,755 lower berths. Overall occupancy rose to 106 percent in

2005. U.S. ports continued to handle 75 percent of all global cruise embarkations in 2005. More than 8.6 million cruise passengers began their cruises from U.S. ports, an increase of 6.3 percent over the previous year. The top ten cruise embarkation ports – Miami, Port Everglades, Port Canaveral, Los Angeles, Galveston, Tampa, New York, Long Beach, Seattle and New Orleans – accounted for 84 percent of all U.S. passenger embarkations. Higher 2005 embarkation numbers were posted by Miami (5.3 percent), Los Angeles (30.9 percent), Galveston (22.1 percent), Tampa (6 percent) and Seattle (18.2 percent).

The Caribbeas - the most popular cruise destination: The Caribbean is the most popular cruise destination in the world because of increasing preference for shorter cruises and an ever-younger market. The 2-5 day cruise accounts for some 35% of the total product. Its convenient proximity to North America makes it an easily accessible 'pleasure periphery' for that market. Miami has ensured its place as the major hub from which most ships into the region operate, with up to 40 departures a week.

Other major cruise destinations: Other major destinations include the Mediterranean, Alaska, trans-Panama Canal, west Mexico and northern Europe. The length of the cruise season in these locations, however, is determined by climatic conditions. The South Pacific as a destination attracts only meagre of the world's biggest and most lucrative cruise market, North America. Australia's own cruise passenger generating capacity has remained consistently low and very specific in its product requirement. Numerous Caribbean islands now receive substantially more cruises than they do stopover tourists. To go with the wind, competition to add more exotic ports of call has been intense.

Asian cruise market: The strong growth during the 1990s of the Asian cruise industry, particularly for Asian passengers, has interested industry watchers. Significant investment in infrastructure prompted by strong growth has ensured that Singapore will remain the hub for Asian cruise operators. Star Cruises has excelled in opening up the market but has also needed to invest substantially in appropriate regional infrastructure. They spent US$40 million at Port Klang, the port for Kuala Lumpur and US$12 million at Langkawi. Further developments are also planned for Phuket, Thailand. The Japanese market remains elusive. Traditionally, the Japanese have preferred to cruise on Japanese-owned and operated ships and, unlike the growing preference for the cruise experience in other Asian markets, Japanese interest has remained more or less static since the

mid 1990s, resting at about 200,000 passengers annually. In contrast, Koreans have taken to cruising enthusiastically, although they too prefer nationally owned and operated ships.

India emerging as a cruising destination: Though cruising is not popular in india, now most of the country's western ports have been receiving cruise ships. As the number is rising the government is busy preparing suitable legislation regulating the vessels oprators. If the number of international cruise lines calling at Indian ports, mainly at Mumbai, Goa and Kochi — major ports of call for cruise lines — is any indication, the country is emerging as a major destination for cruise tourism.

Larger and still larger ships: The sharp increases in passenger capacity have been made possible by larger and still larger ships, whose economies of scale have produced record profits for the largest cruise lines. The size of many new ships, however, also dictates their cruising routes: they are simply too big to pass through the Panama Canal into the Pacific and are therefore restricted to the Caribbean and Mediterranean 'ponds'. They have flatter hulls than their predecessors and this, coupled with increasingly tall superstructures, means they are unsuitable for dealing with oceans and seas in those regions of the world that experience severe winds and currents e.g. the Pacific.

Cruising – no longer upper class exclusivity: The cruise sector's ability to increase its passengers has been based on its success in reaching beyond its traditional upper and upper-middle class base into the middle-class mass market. Both the average age and the average income of cruise passengers have fallen steadily.

Cruising competing with land tourism: An important part of the strategy of the mass-market cruise companies has been to define land-based resorts as their competition and to market their ships themselves as resort destinations. The ship is sold as the primary destination, not the ports it docks at. Indeed, 'destinational cruising' - where the ports are central to consumer choice and experience - is now considered within the sector to be a niche market.

Support by hotel and entertainment giants: The hotel and entertainment giants have been increasing their presence in the cruise business. It has been widely commented that the new mass-market ships seem more like floating theme parks, artificial islands largely replacing real-life destinations.

Privately owned "fantasy islands": Fantasy theming and simulation are endemic on most cruiseships. The ultimate in fantasyscapes on cruises is not on the ship, however. It is to be found on "fantasy islands", privately owned by the cruise companies, off-limits to all but their passengers and employees, and marketed as the true cruise experience. Of the 8 major cruiselines operating regularly in the Caribbean, six own private islands which they include among their ports of call. They are Half Moon Cay, Casaway Cay, Great Stirrup Cay, Princes Cay, Serena Cay, Coco Cay or at Labadee. The last is not actually an island but a piece of Haiti, surrounded by a ten-foot high iron wall, patrolled by armed guards. Disney dredged sand from the Casaway Cay bay and then ground it up further to make the island's beaches conform to a touristic image of Edenic perfection. This is a kind of development of enclave-based encapsulation of cruise tourists (and their dollars) . To counter this to some extent Caribbean destinations are imitating the cruise ships, introducing theming in the port city landscapes (such as Aruba, whose main street feels very much like a theme park) and creating manmade, artificial attractions and so on.

Cruise Ships- wonder by itself: Cruise ships are built to create a warm and pleasant ambiance, and with the travellers' comfort and safety in mind. The vessels are sleek and elegant and part of a new generation of cruisers, with state-of-the-art technology. These cruise ships offer larger accommodations with hotel-style beds, modern private facilities, satellite television, floor to ceiling sliding glass doors in most staterooms and some cabins with private balconies. There's Internet access fitness equipment and much more. Silent Drive System (SDS) is created to enhance guest experiences. SDS features ship engines located at the stern, separating it from the passenger compartment, allowing for a quieter cruise experience than traditional small ships. Cruise ships have multiple rooms of different types - staterooms and suites. The dining room, lounge and other recreation areas are spacious and airy with both the dining room and lounge offering floor to ceiling windows so passengers can enjoy panoramic views. Vessels have exercise rooms outfitted with fitness equipment and a whirlpool too. There is also a hair salon on board. The public rooms are elegant, and the dining room is extra spacious. The cuisine and wines on board will surpass cruiser's expectations. Pampered by crew, the guests make new friends and enjoy the casual camaraderie that leisurely cruising creates. Three-story atrium lobby welcomes guests to a decor blending modern comfort and elegant design. Sun deck, lounges, bars, gym, library, multiple gift shops, and elevators

complement restaurants. All of the ship's generously sized cabins include floor-to-ceiling windows with a glass door opening to a private balcony. The newest and most luxurious ship promises a journey of unbelievable comfort and grand style. Pure luxury and unrivalled hospitality await guests. The luxuriously furnished cabins mirror the colours of the landscape of the destination and the panoramic windows offer unhindered views of the spectacular ever-changing scenery. The restaurants serve mouth-watering meals, while the elegantly decorated Lounge and Bar are the perfect places to relax with a drink after a day of sightseeing. A dip into the refreshing plunge pool may be just what a guest might desire and the same is also provided.

2.6. DETERMINANTS OF AGGREGATE TRAVEL DEMAND AND TRANSPORT MODES

Growth in per capita income and population are the two single most important factors in passenger mobility. During the past 50 years, global average per capita income has increased slightly more than threefold, and world population has more than doubled. This combined growth, by a factor of 7.4, has translated into a nearly proportional increase in passenger mobility. The nearly direct relationship can be explained by so-called travel budgets, roughly constant averages of expenditure shares of money and time.

Amount of time spent traveling: Although the amount of time spent traveling is highly variable on an individual level, large groups of people spend about 5 percent of their daily time traveling. On average, residents in African villages, the Palestinian Territories, and the suburbs of Lima spend between 60 and 90 minutes per day traveling, the same as for people living in the automobile-dependent societies of Japan, Western Europe, and the United States.

Variability at disaggregate levels to stability at aggregate level: A similar transition, from variability at disaggregate levels to stability at aggregate levels, can be observed for travel-expenditure shares (i.e., the percentage of income dedicated to travel). Zahavi observed that households that rely exclusively on non-motorized modes of transport and public transportation spend only about 3 to 5 percent of their income on travel; that percentage rises to 10 to 15 percent for people who own at least one motor vehicle. The aggregate "travel-money budget," rose from about 5 percent of GDP at motorization rates close to zero

cars per 1,000 capita (nearly all U.S. households in 1909 and the least developed countries even today) to around 10 percent of GDP at about 300 cars per 1,000 capita (industrialized countries today), an ownership level of about one car per household of three to four people. In addition, travel demand and choice of transport mode depend on average door-to-door speed and travel costs to the consumer. The drastic decrease in the cost of air travel in the past decades has contributed to the rising share of that transport mode.

2.6.1 The Past Five Decades in World Travel Demand

Over the past five decades, (1950 to 2000), Earth's inhabitants have increased their travel demand from an average of 1,400 to 5,500 km, using a combination of automobiles, buses, railways, and aircraft. Since the world population grew nearly 2.5-fold during the same period, world Passenger Kilometre Travelled (PKT) increased from nearly 3.6 to some 33 trillion PKT. The biggest increase in PKT, by a factor of more than 20, occurred in the developing world, where the combined growth in per capita GDP and population was largest.

Mobility Gap in Developing and industrialized regions: However, the "mobility gap" between developing and industrialized regions remains substantial. In 2000, residents in North America, the Pacific OECD (Japan, Australia, and New Zealand), and Western Europe traveled 17,000 PKT per capita on average, five times as much as people in the developing world. These differences are even larger on a world-regional scale. Residents of North America, the region with the highest level of mobility, traveled 25,600 km per year, while people in sub-Saharan Africa (not including South Africa) traveled just 1,700 km.

GDP and costs for transportation: GDP is the most important, but not the only, determinant of per-person PKT. The average travel per person differs significantly at different income levels, mainly because of different costs for transportation, but also because of the size of purchasing power parity (PPP) adjustments in the socioeconomic data set.

Travel-money budget: While the travel-money budget translates rising per capita GDP into rising PKT per capita, the fixed travel-time budget requires that the increasing travel demand be satisfied in the same amount of time. Since each transport mode operates within a known range of speeds, the increasing per-

person travel demand can only be satisfied by shifting toward increasingly rapid transport.

Shifts toward faster modes: Continuous shifts toward faster modes of transport, from low-speed public transportation (the aggregate of buses and low-speed railways), to light-duty vehicles (automobiles and personal trucks, but, for simplicity, referred to as automobiles), to high-speed modes of transportation (aircraft and high-speed rail), are prominent. Three distinct phases of dominance by a single transport mode can be seen. Low-speed public transportation is dominant for mobility levels of up to 1,000 km/cap; light-duty vehicles between 1,000 and 10,000 km/cap; and high-speed transport modes at even higher levels of mobility.

Similar to differences in total mobility, differences in travel costs and in urban land-use characteristics can lead to different levels in shares for transport modes at a given level of PKT per capita. However, the impact of policy measures on choice of transport mode is limited—at least on the aggregate levels shown. In Eastern Europe and the former Soviet Union, access to private automobiles was severely restricted until the transition toward a market economy in the early 1990s. Nevertheless, the modal trajectories have evolved largely within the shaded envelopes.

2.6.2 The Next Five Decades in World Travel Demand

If travel-expenditure shares remain approximately stable, future increases in per capita GDP will continue to cause a rise in PKT. At the same time, the fixed travel-time budget will continue to push travelers toward faster modes of transport. The highest level of travel demand would be achieved if travelers used the fastest mode of transport for their entire daily travel-time budget 365 days a year. Assuming that aircraft gradually increase their current average "door-to-door" speed from about 260 km/h (including transfers to and from the airport) to 660 km/h, the current average airport-to-airport speed for domestic flights in the United States, and a travel-time budget of 1.2 h/d for 365 d/y, the annual per-person traffic volume would result in approximately 289,000 km. At that high mobility level, most travel would be international. Prices would adjust, and so would income levels.

World-travel demand will increase in proportion to projected income: Hence, regional differences in per capita traffic volume at a given GDP per

capita, mainly resulting from differences in land use and prices, would decline. Based on these changes in socioeconomic conditions, the stable relationship between growth in GDP and traffic volume implies that world-travel demand will increase approximately in proportion to the projected level of income, from 33 trillion passenger-km in 2000 to 105 trillion in 2050. Because of their projected higher growth in income and population, developing regions will contribute a rising share, ultimately accounting for 60 percent of world passenger-traffic volume in 2050, up from about 50 percent in 2000. Higher growth rates of GDP in developing regions will further increase their absolute and relative importance in traffic volume.

Shift in shares of transport modes: The precise shift in shares of transport modes, necessary to satisfy the projected travel demand through 2050, can be derived in a number of ways. For example, the estimate of a detailed statistical-choice model for North America yields a 2050 share of 55 percent for high-speed transportation, which compares to 56 percent using the simplified approach. The use of statistical-choice models also allows us to conduct sensitivity tests (e.g., with regard to the stability of the travel-time budget). Should the travel-time budget increase from 1.2 to 1.5 hours per person per day (a 25 percent increase), the projected 2050 share of high-speed transportation would decline from 55 percent to 44 percent (a 20 percent decline). Although the decline in the 2050 share of high-speed transportation is significant, a 44 percent share still corresponds to three times the share for that transport mode in 2000.

Share of light-duty vehicles and high-speed modes: In the industrialized world, light-duty vehicles and high-speed transportation modes will account for nearly the entire traffic volume in 2050 and for roughly equal shares. By contrast, in reforming economies and developing regions, automobiles will supply most of the PKT, followed by low-speed public transportation. In meta-regions, however, high-speed transportation is also on the rise, accounting for nearly 20 percent of the 2050 passenger-traffic volume. Globally, the traffic shares of automobiles and low-speed public transport modes will decline by about 6 and 12 percentage points, respectively, below the 2000 level by 2050. At the same time, the relative importance of high-speed modes will increase from 10 percent to about 30 percent.

In the urban transportation segment, light-duty vehicles become more important to the cost of low-speed public transportation. By contrast, in intercity transport, automobiles are displaced by high-speed transportation modes

Implications: The growth in travel demand and the shift toward faster transport modes have a number of implications. Two of the most important are for the amount of travel time spent in different transport modes and the impact on energy use and greenhouse-gas emissions.

Daily per-person travel distance and the associated daily travel time: Analysis of the daily per-person travel distance by mode of transport and the associated daily travel time for 1950, 2000, and 2050 (projected) in North America (essentially the United States and Canada) showed over the past 50 years, the daily travel distance has more than doubled, from 30 km to 70 km, while per-person travel time has likely remained stable (no time-use data are available for 1950). Over the next five decades, based on projection of per capita GDP, daily mobility will double again, to 140 km, with high-speed transportation accounting for 56 percent. However, despite the growing demand for high-speed transport, travelers will continue to spend most of their travel time on the road. Although automobile travel time will decrease only slightly, the main change in travel-time allocation will be a net substitution of high-speed transportation for low-speed public transportation. A traveler in 2050 will spend an average of 12 minutes per day in the air or on high-speed railways compared to two minutes today. If the per-person travel-time budget increases to 1.5 hours per day, the average daily high-speed travel time will decrease to about 9 minutes.

Energy use and greenhouse-gas emissions: Although total travel time may not be affected by the increase in travel demand, energy use and greenhouse-gas emissions will change. All factors being equal, rising travel demand will cause a proportional increase in passenger-travel energy use. Given that (synthetic) oil products are likely to continue dominating the future fuel supply of the transportation system, over the next five decades, directly released greenhouse-gas emissions will also rise, roughly in proportion to travel demand. (The increase in lifecycle greenhouse-gas emissions could be greater if there is a significant shift toward unconventional oil, such as extra-heavy oil, oil sands, or shale oil, or synthetic oil from natural gas or, especially, coal). Changes in

passenger-travel energy intensity (i.e., energy use per PKT) will also influence levels of passenger-travel energy use and greenhouse-gas emissions.

Increase in energy intensity: In the absence of more fuel-efficient transport modes, three trends will determine future levels of energy intensity. First, any increase in travel speed will cause an increase in energy intensity. Based on current and average U.S. data, a complete shift from low-speed public transportation to light-duty vehicles in urban travel would increase energy intensity by 25 percent. For intercity travel, a complete shift from low-speed public transportation to light-duty vehicles would increase energy intensity by almost 60 percent. A shift toward air travel would increase it by another 40 percent. In the United States, most of these changes have already taken place. If the ongoing shift from automobile intercity travel toward aircraft continues, intercity passenger-travel energy intensity will increase by 15 to 20 percent by 2050.

The substitution of air transportation for intercity automobile travel mainly occurs at trip distances of less than 1,000 km, distances at which aircraft energy use is mainly determined by the energy-intensive takeoff and climb stages. Aircraft energy intensity at such stage lengths can be twice as high as for trips of more than 1,000 km .

In North America, total energy use and greenhouse-gas emissions will rise roughly in proportion to the growth in PKT i.e., by 2050, 130 percent over the 2000 level. In Western Europe, the trends may result in passenger-travel energy intensity rising by 2050 by as much as 20 percent above the level for 2000. The situation is fundamentally different, especially in developing countries, where the substitution of automobiles for low-speed public transportation is just beginning. Combined with a future decline in vehicle occupancy rates (mainly a consequence of increasing female participation in the labor force), the impact of these trends on passenger-travel energy intensity may be 50 to 100 percent. Compensating for this increase in energy intensity in developed countries already requires sophisticated fuel-saving technology.

3. WORLD INTERNATIONAL TOURISM RECEIPTS

International tourism receipts are financial earnings made by host nations from the spending by visiting foreign tourists in those host nations during their

sojourn. As known to you, nations are subtly interested in the tourism dollar more, than in the tourist number. Actually they would prefer a lower number if that guaranteed a higher volume of dollar earnings. Table 27 gives the data for latest years only, in US $ as well as €.

Table 27: World International Tourism Receipts in $ billions and € billions

Currency	1990	1995	2000	2001	2002	2003	2004	2005
$ Bn	280	423	496	482	482	524	623	683
€ Bn	220	323	537	538	509	463	501	578

From $ 280 bn in 1990, global foreign tourism receipts rose to $ 623 bn in 2004 and $ 740 bn in 2005, recoding a compound annual growth rate of 6.7%. during 1990-2005. In terms of €, the amount rose to € 600 bn in 2005 from € 220 bn in 1990.

3.1 Regional Market Share in Foreign tourism Receipts

Table 28 gives the data of Regional Market Share in Foreign tourism Receipts.

Table 28: Regional Market Share in International. Tourism Receipts

Regions	2003 bn $	2004 bn $	Per Arrival $ spend level, 2004	Market share % 2004
Europe	**282.9**	**326.7**	**780**	**52.5**
Northern Europe	41.9	48.9	1,010	7.8
Western Europe	103.1	117.4	850	18.8
Central/Eastern Europe	22.9	27.5	350	4.4
South/Meditn. Europe	114.9	132.9	880	21.3
Asia and the Pacific	**94.9**	**125.0**	**820**	**20.1**
North-East Asia	47.1	63.6	730	10.2
South-East Asia	24.3	31.8	670	5.1
Oceania	17.6	22.3	2,190	3.6
South Asia	5.8	7.3	980	1.2
Americas	**114.1**	**131.7**	**1,050**	**21.1**

North America	84.3	98.1	1,140	15.8
Caribbean	17.8	19.2	1,050	3.1
Central America	3.3	3.9	670	0.6
South America	8.7	10.6	660	1.7
Middle East	**16.8**	**21.0**	**590**	**3.4**
Africa	**15.5**	**18.3**	**550**	**2.9**
North Africa	5.0	6.1	480	1.0
Sub-saharan Africa	10.5	12.2	600	2.0
World	**524.0**	**623.0**	**820**	**100.0**

The record of international tourism earnings for recent years 2003 and 2004 revealed that the highest earnings got booked by the Europe region. In 2004, a lion's share of 52.5 went to Europe. Within Europe, the West and South-Mediterranean regions got good share. But compared to visitors' market share, the earnings share was slightly lower for the region. The share of the Americas in earnings was 21.1%, slightly higher than the share in tourists flow as such. Foreign Tourists' spend level in the Americas, $ 1050 per visitor is more than in Europe $ 780 per visitor. The European spend level per visitor is lower more due to the intra-regional features of global tourism in the region. The Asia-Pacific share was 20.1% in earnings in 2004, almost coinciding with the share in arrivals.

3.1.1 International Tourist Arrivals and Earnings - Europe Region

European Region is the most attractive tourism destination.

Table 29: International Tourist Arrivals and Earnings: European Destinations

Destinations	2003 Arrivals 000s	2004 Arrivals 000s	% share 2004	2003 Receipts $ Mn	2004 Receipts $ Mn	% share 2004
Austria	19,078	19,373	4.7	13,954	15,351	4.7
Belgium	6,690	6,710	1.6	8,168	9,185	2.8
Croatia	7,409	7,912	1.9	6,376	7,074	2.2

Czech Rep	5,076	6,061	1.5	3,556	4,169	1.3
France	75,048	75,121	18.0	36,593	40,842	12.5
Germany	18,392	20,137	4.8	23,106	27,657	8.5
Greece	13,969	–	–	10,741	12,872	3.9
Hungary	–	12,212	2.9	4,046	4,061	1.2
Ireland	6,764	6,982	1.7	3,873	4,279	1.3
Italy	39,604	37,071	8.9	31,245	35,656	10.9
Netherlands	9,181	9,646	2.3	9,160	10,260	3.1
Norway	3,269	3,600	0.9	2,659	3,087	0.9
Poland	13,720	14,290	3.4	4,060	5,828	1.8
Portugal	11,707	11,617	2.8	6,575	7,788	2.4
Russian Fed.	8,521	9,164	2.2	4,501	5,226	1.6
Spain	51,830	53,599	12.9	39,645	45,248	13.9
Sweden	2,952	3,003	0.7	5,297	6,167	1.9
Switzerland	6,530	–	–	9,186	10,413	3.2
Turkey	13,341	16,826	4.0	13,203	15,888	4.9
Ukraine	12,514	15,629	3.8	935	1,141	0.3
UK	24,715	27,755	6.7	22,656	27,299	8.4
Total	**396,579**	**416,362**	**100**	**282,913**	**326,653**	**100**

Europe is partially supported by intra-region tourists' patronage. Within Europe, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 29 gives the data for 2003 and 2004.

France and Spain are the front runners in both arrivals and earnings. The third and fourth places go to Italy and UK. Following are Germany, Austria, Turkey and so on.

3.1.2. International Tourist Arrivals and Earnings: Asia-Pacific Region

Asia Pacific Region is the second largest puller of tourists from the world, including intra-regional tourism. Within the region, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 30gives the data for 2003 and 2004.

Table 30: International Tourist Arrivals and Earnings: Asia -Pacific Destinations

Destinations	2003	2004	%	2003	2004	%
Australia	4,354	---	--	10,318	12,952	10.4
China	32,970	41,761	27.4	17,406	25,739	20.6
Guam	910	1,160	0.8	–	–	–
Hong Kong	15,537	21,811	14.3	7,137	9,007	7.2
India	2,726	3,371	2.2	3,533	4,769	3.8
Indonesia	4,467	5,321	3.5	4,037	4,798	3.8
Iran	1,546	1,659	0.1	1,033	1,074	0.9
Japan	5,212	6,138	4.0	8,817	11,202	9.0
Korea	4,753	5,818	3.8	5,343	5,697	4.6
Macao	6,309	8,324	5.5	5,128	7,452	6.0
Malaysia	10,577	15,703	10.3	5,901	8,198	6.6
New Z'land	2,104	2,348	1.5	3,979	4,951	4.0
Philippines	1,907	2,291	1.5	1,545	2,012	1.6
Singapore	5,705	–	--	3,787	5,090	4.1
Taiwan	2,248	2,950	1.9	2,977	4,040	3.2
Thailand	10,004	11,651	7.6	7,828	10,034	8.0
Total	**119,255**	**152,543**	**100**	**94,855**	**124,973**	**100**

The single largest destination in terms of arrivals and receipts happened to be the the Republic of China. China has the attractions and the brand image. It is a big country. It is a big economy. World's largest MNCs have their business outlets there. World's production and assembly hub is China. So it could boast of a superior economic growth, infrastructural development and increasing share in global trade. All this translated into an edge to project the country as a major attraction. And the country is atop with 27.4 % share in arrivals and 20.6% share in receipts in 2004.

Hong Kong, Malaysia, Thailand and Macao are other bigger destinations with share in arrivals of the order of 14.3%, 10.3%, 7.6% and 5.5% respectively in 2004. These destinations' share in tourism receipts showed varying pattern at 7.2%, 6.6%, 8% and 6% in 2004. Japan with 4% share in arrivals booked a receipts of 9%, may be because of the industrial landscape, the composition of

Japanese inbound foreign tourism comprised of high-spending executive tourism. So earnings' share is more than double the share of arrivals.

The case of India is very minimal. Just 2.2% share of the tourists flow into the region, though share in earnings is on the higher side of 3.8%. It needs a deep research to unearth the reasons for failure of India in attracting more foreign tourists, despite its cultural heritage, exotic beaches, lush green valleys, architectural antiquity, historical sites, temples of diverse deities and religions and so on.

There is no correspondence between arrivals and spending. Spending depends on income level, propensity to consume, visitor nights stayed in a particular destination, cost of living in a destination and so on.

Despite a series of problems in recent years, the SARS, Tsunami, Earthquakes, Floods, Insurgency, Asian tourism has increased its resilience and become the motor of tourism growth worldwide. The global pattern of tourist flows is being redrawn with one out of every five international tourists now choosing a destination in Asia and increasing numbers of Asian themselves travelling overseas. An estimated 156 million tourists visited the region in 2005, up more than 7% over the previous year despite the devastating Indian Ocean Tsunami.

The Ministerial Roundtable on Asia-Pacific Tourism Policies revealed 15 megatrends, among them:

- Asian tourism is becoming more activity-based rather than destination based;
- Asia is becoming a convention hub;
- Low cost carriers are driving tourism growth in the region;
- India is Asia's leader in real tourism growth.

The experience of joining together with the private sector to overcome crises made the tourism sector stronger than ever. The tight coordination that emerged has helped the region reach new heights.

3.1.3 International Tourist Arrivals and Earnings: Middle East Region

Middle East Region is the budding region with smaller share, but recording speedier growth, fuelled by intra-regional tourism as well. Within the

region, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 31 gives the data for 2003 and 2004.

Table 31: International Tourist Arrivals and Earnings: Middle East Destinations

Destinations	2003 Arrivals 000s	2004 Arrivals 000s	% share 2004	2003 Receipts $ Mn	2004 Receipts $ Mn	% share 2004
Bahrain	2,955	–	–	740	–	–
Egypt	5,746	–	–	4,584	6,125	29.2
Jordan	2,353	2,853	8.1	848	826	3.9
Lebanon	1,016	1,278	3.6	1,016	1,278	6.1
Saudi Arabia	7,332	8,580	24.2	5,661	6,542	31.1
Syria	2,788	3,032	8.6	1,408	2,220	10.6
UAE	5,871	–	–	1,438	1,593	7.6
Total	**29,999**	**35,391**	**100**	**16,836**	**21,005**	**100**

Saudi Arabia and Egypt are the major destinations, together accounting for 50% of arrivals and 60% of earnings of the region. United Arab Emirates, Jordan and Syria take the next three places as important destinations. UAE is playing the modernity, pomp and multi-culture cards to boost tourism, while the rest project their history and culture. The Sultanate of Oman, with Muscat as the capital is emerging to be a great regional attraction with some finest tourist wonders, including blow-holes in the sea shores, a chill-climate Salala region in the southern tip of Oman and zero-gravity point. This region is poised for growth, given the riches from surging oil prices.

3.1.4 International Tourist Arrivals and Earnings: Americas Region

Americas Region is the third biggest region, with growth fuelled by its brand image as the world's richest economy, technical sophistications, the most preferred work place by the English speaking youth of the world, complemented by tourism attractions of world fame. Within the region, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 32 gives the data for 2003 and 2004.

Table 32: International Tourist Arrivals and Earnings: Americas Destinations

Destinations	2003 Arrivals 000s	2004 Arrivals 000s	% share 2004	2003 Receipts $ Mn	2004 Receipts $ Mn	% share 2004
Argentina	2,995	3,353	2.7	2,006	2,563	1.9
Bahamas	1,510	1,561	1.2	1,757	1,884	1.4
Brazil	4,091	4,725	3.8	2,479	3,222	2.4
Canada	17,534	19,150	15.2	10,546	12,843	9.8
Chile	1,614	1,785	1.4	1,091	1,091	0.8
Costa Rica	1,239	1,453	1.2	1,199	1,358	1.0
Cuba	1,847	2,017	1.6	1,846	1,915	1.5
Dominica	3,282	3,450	2.7	3,110	3,180	2.4
Jamaica	1,350	1,415	1.1	1,355	1,437	1.1
Mexico	18,665	20,618	16.4	9,362	10,753	8.2
Peru	1,024	1,203	1.0	940	1,078	0.8
Puerto Rico	3,228	3,541	2.8	2,677	3,024	2.3
United States	41,218	46,077	36.6	64.348	74,481	56.6
Uruguay	1,420	1,756	1.4	345	455	0.3
Americas	**113,093**	**125,757**	**100**	**114,105**	**131,682**	**100**

The star of the region, without any second thought, is the United States of America accounting for over a-third of tourists arrivals and over one-half of tourism earnings. A vast country, where tourists have to spend more visitor nights to have some glimpse of the world's leader in many a way, the earnings share far exceeds that of tourists flows. Next comes Canada, followed by Mexico. These 3 countries in the North America together take a chunk, as high as, 70 to 75% of arrivals and earnings, leaving a paltry quarter to dozens of countries in the South America and the Caribbean. This is a high degree of lopsidedness, apparently speaking. Considering the vastness of these 3 nations, the situation should not be viewed so. In the South America, Brazil, Argentina and Chile are note-worthy players.

3.1.5 International Tourist Arrivals and Earnings- Africa Region

Africa Region is the least player, but reportedly with potentials. Within the region, which are the famous destinations, in terms of international tourist arrivals? Which destinations make tourists spend more? Table 33 gives the data for 2003 and 2004.

Table 33: International Tourist Arrivals and Earnings: Africa Destinations

Destinations	2003 Arrivals 000s	2004 Arrivals 000s	% share 2004	2003 Receipts $ Mn	2004 Receipts $ Mn	% share 2004
Africa	30,763	33,222	100	15,494	18,335	100
Algeria	1,166	1,234	3.7	112	–	–
Botswana	975	–	–	457	549	3.0
Ghana	483	–	–	414	–	–
Kenya	866	1,132	3.4	339	495	2.7
Mauritius	702	719	2.2	696	853	4.7
Morocco	4,761	5,501	16.6	3,225	3,921	21.4
Namibia	695	–	–	330	403	2.2
Reunion	432	430	1.3	413	448	2.4
Seychelles	122	121	0.4	171	172	0.9
Tanzania	552	566	1.7	450	595	3.2
South Africa	6,640	6,815	20.5	5,144	5,648	30.8
Tanzania	552	566	1.7	450	595	3.2
Tunisia	5,114	5,998	18.1	1,582	1,910	10.4
Zambia	578	–	–	149	–	–
Zimbabwe	2,256	1,854	5.6	61	194	1.1

The lead player in the Africa region is the South Africa with 205 share in arrivals and 30% in earnings. Morocco come second, followed by Tunisia. Zimbabwe's share in arrivals is good at about 6%, but earnings share is a paltry 1%. Why? Mauritius is attracting less, 2.2% only, but makes good earnings with a share of 4.7%.

3.2 Top 10 Countries by International Tourists Arrivals and Earnings

The international tourist arrivals varied across nations. Nations with better destination brand equity have attracted more tourists from rest of the world. The top 10 countries in 2003 and 2004 in terms of tourist arrivals as well as foreign exchange earnings are presented in table 34.

France came on the top of the world countries by arrival of foreign tourists accounting for 10.9% in 2003 and 9.8% in 2004. For the second position came Spain with 7% share in global foreign tourism. The USA grabbed the third place with 6% of world international tourists visiting the nation. Of the top 10, 2 belonged to the Americas region, 6 belonged to the Europe region and 2 countries to the Asia-Pacific region.

Table 34: Top 10 Destinations by International Tourist Arrivals and Earnings

International Tourist Arrivals				Earnings From International Tourism			
Destination	**2003**	**2004**	**Market share% 2004**	**Destination**	**2003**	**2004**	**Market share % 2004**
1 France	75.0	75.1	9.8	1 USA	64.3	74.5	12.0
2 Spain	51.8	53.6	7.0	2 Spain	39.6	45.2	7.3
3 USA	41.2	46.1	6.0	3 France	36.6	40.8	6.6
4 China	33.0	41.8	5.5	4 Italy	31.2	35.7	5.7
5 Italy	39.6	37.1	4.9	5 Germany	23.1	27.7	4.4
6 UK	24.7	27.8	3.6	6 UK	22.7	27.3	4.4
7 Hong Kong	15.5	21.8	2.9	7 China	17.4	25.7	4.1
8 Mexico	18.7	20.6	2.7	8 Turkey	13.2	15.9	2.6
9 Germany	18.4	20.1	2.6	9 Austria	14.0	15.4	2.5
10 Austria	19.1	19.4	2.5	10 Australia	10.3	13.0	2.1
World	**690**	**763**	**100**	**World**	**524**	**623**	**100**

Regarding the earnings from foreign tourism, the USA topped the list, followed by Spain and France with market share in tourism dollar of the order of 12%, 7.3% and 6.6% in 2004. Is France an inexpensive destination or the quantum of visitor nights stayed is lower, that its share in earnings its lower than

that of the arrivals? Turkey and Australia are among the top 10 destinations by earnings, though not they are in the top 10 destinations by tourist arrivals. Mexico and Hong Kong are among the top 10 destinations by tourist arrivals, though they are not in the top 10 destinations by earnings.

QUESTIONS

1. Present an account of the distribution of global accommodation facilities. Account for the regional disparities.
2. Discuss the trends in the distribution of transportation facilities across the globe
3. Discuss the developments in air transportation facilities across the globe
4. Explain the trends in rail transportation facilities across the globe
5. Analyze the developments in road transportation facilities across the globe
6. Discuss the role of Waterways, especially Cruises in global tourism.
7. Present an account of world tourism earnings and trend thereof and the determinants.
8. Give an account of the regional share in global tourism earnings.

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UNIT VI

BARRIERS TO GLOBAL TOURISM

Problems of Epidemics - Natural calamities like Tsunamis, Cyclones and Earth quakes – Manmade calamities and internal disturbances.

Syllabus covered
Barriers to Global tourism: Problems of Epidemics - Natural calamities like Tsunamis, Cyclones and Earth quakes – Manmade calamities and internal disturbances.
OBJECTIVES 1. To present an account of Epidemics and Problems of Epidemics for tourism 2. To present an account of Natural calamities and their impact on tourism 3. To present the effect of Manmade calamities and internal disturbances on tourism 4. To present measures for protecting tourism from the barriers to tourism.

Tourism is highly sensitive to happenings like epidemics, natural and man-made calamities and civil disturbances. People simply postpone tourism trips, cut-shorts trips or simply write off destinations prone to problems. New diseases and epidemics, increasing number of natural disasters and extreme weather conditions and wars and violent conflicts, international terrorism have resulted in anxious moments to tourism industry world over.. The industry suffers a localized setback for a while. Epidemics can spread globally with extreme rapidity and this calls for alertness. Recuperative measures restore the industry to its real feature sooner than later. Absence of such measures affects the industry. Today, a great need for security is apparent in all tourist target groups, where security covers a wide range: freedom from threats of war, terrorism, epidemics and natural disasters, reliable positive socioeconomic development, a desire for familiarity and order.

1. PROBLEMS OF EPIDEMICS

Epidemics, such as plague, AIDS and dengue fever are detrimental to the growth of tourism. In epidemiology, an epidemic (from Greek epi + demos that is: upon + people) is a classification of a disease that appears as new cases in a

given human population, during a given period, at a rate that substantially exceeds what is "expected," based on recent experience (the number of new cases in the population during a specified period of time is called the "incidence rate"). An epizootic is the same thing but for an animal population.

An epidemic may be restricted to one locale (**an outbreak**), more general (an **"epidemic"**) or even global (**pandemic**). Because it is based on what is "expected" or thought normal, a few cases of a very rare disease like rabies may be classified as an "epidemic," while many cases of a common disease (like the common cold) would not.

Factors stimulating new epidemics: Factors that have been identified as stimulating the rise of new epidemics include:

i. Alterations in agricultural practices and land use
ii. Changes in society and human demographics
iii. Poor population health (e.g. malnutrition, HIV,etc.
iv. Hospitals and medical procedures
v. Evolution of the pathogen (e.g. increased virulence, drug resistance,)
vi. Contamination of water supplies and food sources
vii. International travel
viii. Failure of public health programs
ix. International trade
x. Climate change
xi. Reduced levels of biodiversity (e.g. through environmental destruction)
xii. Bad urban planning

Pre-emptive measures: To protect humanity from epidemics, several preemptive measures have been proposed which include:

i. To eat less food containing animal protein (eg meat, milk, milk-derivates)
ii. To eat local food
iii. To eat crops according to the season
iv. To make agriculture more efficient
v. To avoid destruction of the rainforest

vi. To be prepared to pay a higher price for meat
vii. Population control measures
viii. Surveillance system

Yellow fever: Yellow fever (also called yellow jack, black vomit or sometimes American Plague) is an acute viral disease. It is an important cause of hemorrhagic illness in many African and South American countries despite existence of an effective vaccine. Yellow fever has been a source of several devastating epidemics. Yellow fever is caused by an arbovirus of the family Flaviviridae, a positive single-stranded RNA virus. Human infection begins after deposition of viral particles through the skin in infected arthropod saliva. The mosquitoes are involved.

Cholera: Cholera is an infectious gastroenteritis caused by the bacterium Vibrio cholera. Transmission to humans occurs through the process of ingesting contaminated water or food. The major reservoir for cholera was long assumed to be humans themselves, but considerable evidence exists that aquatic environments can serve as reservoirs of the bacteria.

Polio (infantile paralysis): Poliomyelitis is caused by infection with a member of the genus enterovirus known as poliovirus (PV). This group of RNA viruses prefers to inhabit the gastrointestinal tract. PV infects and causes disease in humans alone. Poliomyelitis is highly contagious and spreads easily from human-to-human contact.

Spanish influenza: The 1918 flu pandemic (commonly referred to as the Spanish flu) was a category 5 influenza pandemic that started in the United States, appeared in West Africa and France and then spread to nearly every part of the globe. It was caused by an unusually severe and deadly Influenza A virus strain of subtype H1N1. Many of its victims were healthy young adults

AIDS: Acquired immune deficiency syndrome or acquired immunodeficiency syndrome (AIDS or Aids) is a collection of symptoms and infections resulting from the specific damage to the immune system caused by the human immunodeficiency virus (HIV) in humans,[1] and similar viruses in other species

Smallpox: Smallpox is an acute infectious disease unique to humans, caused by either of two virus variants named Variola major and Variola minor. Smallpox localizes in small blood vessels of the skin and in the mouth and throat. In the

skin, this results in a characteristic maculopapular rash, and later, raised fluid-filled blisters. V. major produces a more serious disease and has an overall mortality rate of 30–35% and also blindness in few cases. V. minor causes a milder form of disease.

Plague: Plague is mainly a disease in rodents and fleas. Infection in a human occurs when a person is bitten by a flea that has been infected by biting a rodent that itself has been infected by the bite of a flea carrying the disease. The bacteria multiply inside the flea and passes.

Bird flu or Avian Flu: Avian flu mainly kills birds, but scientists fear it could mutate to easily jump from human to human, sparking a global pandemic. China is regarded as a potential flashpoint in this regard because it has the world's biggest number of poultry, with tens of millions of chickens reared in densely populated rural areas where epidemic controls remain spotty. More than 230 people have died of bird flu worldwide, according to the WHO.

Mad Cow: Mad cow disease, or bovine spongiform encephalopathy (BSE), is a fatal brain disorder that occurs in cattle and is caused by some unknown agent. In BSE, the unknown agent causes the cow's brain cells to die, forming sponge-like holes in the brain. The cow behaves strangely and eventually dies. The connection between BSE and humans was uncovered in Great Britain in the 1990s when several young people died of a human brain disorder. To the cattle industry, an outbreak of mad cow disease is an ever-looming nightmare. In the 1980s and '90s, the brain disorder infected 180,000 livestock in Europe and claimed dozens of human lives, devastating the British cattle industry.

SARS: Severe acute respiratory syndrome (SARS) is a respiratory disease in humans which is caused by the SARS coronavirus. There has been one near pandemic to date, between November 2002 and July 2003, with 8,096 known infected cases and 774 deaths (a mortality rate of 9.6%) worldwide. North-east Asia had suffered much from this.

Foot and Mouth disease FMD): The foot and mouth disease causes an infection of cloven hoofed animals and is highly infectious. The pathogenic agent is a picornavirus known as FMD-virus. It is a RNA-virus with 7 serotypes. FMD virus is sensitive to environmental influences such as pH less than 5, sunlight and desiccation. It can survive at freezing temperatures. The infection

with foot and mouth disease occurs by direct contact with animals having the disease, or by contact with infected utensils, infected animal feed.

Tourism and Epidemics

Travel Restrictions: People with HIV face travel restrictions from some 74 nations, with 13 banning those with the disease from entering the countries completely. In addition, others infected while in their destination country can face deportation "often without confidentiality and into situations of great discrimination and economic devastation. An international task force on HIV-related travel restrictions, comprising governments, UN agencies and intergovernmental groups, civil society and people infected by the disease, met for the first time on February 25 and 26 in Geneva. UNAIDS, which co-chairs the task force with the Norwegian government, said: "We hope that their combined efforts will ... influence governments to remove such restrictions".

Improving the urban planning Markets were just beginning to show signs of a recovery again when they were hit by the outbreak of SARS – the impact of which on travel demand was greater than any other event in history. All regions were affected, but the biggest impact was felt in the Middle East and North America, with the month of May recording the worst declines globally. By the end of August, the recovery was once again in sight, and the outlook for travel demand in the last four months of 2003 is bright. But there is still a long way to go. Recovery will be driven primarily by economic growth and given the feeble state of the economy in many countries it is expected to be a few years before the required level of stability is regained and tourism demand returns to 'normal'. This also assumes, of course, that there will be no major terrorist attack or other crises.

SARS and Tourism: Impact of SARS on the tourism industry of selected countries, was severe. Hong Kong lost 20% of visitors in 2003, followed by Singapore losing 15% of visitors. China and Vietnam lost 10% of tourists flow. Philippines and Taiwan lost 5%. A second set of countries, including those in the Pacific, South and Southeast Asia, rely on travelers from SARS-affected countries. Travel in these markets has been shaken by the dual effects of outbound declines in the northeast Asian markets and the fear of exposure from travelling to or through northeast Asia.

Ski-resorts and influenza viruses: Tourists coming to the ski resorts are exposed to the risk of developing influenza according to the epidemic status of the ski resorts.

Foot and Mouth disease and tourism: 1967-68 outbreak of foot and mouth disease had only a limited actual effect on tourism (and an even more limited effect as perceived in the media), whereas the 2001 epidemic had a much larger effect - actual and as perceived in the media. The 2001 outbreak of FMD in Britain resulted in the slaughter of many animals, the postponing of the general election for a month, and the cancellation of many sporting events and leisure activities such as the Isle of Man TT. Due to strict government policies on sale of livestock, disinfection of all persons leaving and entering farms and the cancellation of large events likely to be attended by farmers, a potentially economically disastrous epizootic was avoided in the Republic of Ireland.

Epidemics and Health Risks

As a result of the growth of long distance travel to countries with different climatic and hygienic conditions, travelers are at risk from a very wide range of diseases. In many of the so-called developing countries which are also often tourist destinations, 50 % of the total mortality rate is due to infectious diseases. The greater people's mobility, for example as a result of tourist activities, the faster the consequences can spread. In the worst case, a local tourist crisis can spread a virus worldwide with great rapidity, as the global dissemination by travelers of SARS in early 2003 showed. The following aspects in particular should be drawn from the overall picture:

- There is increasing inequality in income and living conditions, poor population groups and regions are disproportionately affected by diseases.
- Growing poverty and population growth and growth in diseases are mutually reinforcing.
- New and old infectious diseases appear everywhere and more frequently and spread faster.
- State and private costs of prevention and the results of disease are increasing.

Although tourists are offered qualified advice by travel doctors and specialists in tropical medicine in the event of travel to destinations with health or epidemiological risks, no health care, however good, can be a substitute for the traveller's own sense of responsibility.

2. NATURAL CALAMITIES AND TOURISM

Tourism involves travelling to relatively undisturbed or uncontaminated natural areas with the specific objects of studying, admiring and enjoying the scenery and its wild flora and fauna, as well as other existing cultural and historical aspects. A visit with a motto to know these areas is nothing but tourism. But what happens when the sought tranquility is not guaranteed? Tourism suffers. It does not take off at all. Because extreme weather conditions seem to be becoming an increasingly frequent feature worldwide, there is shift in travel pattern. Tourism as a whole generally recovers relatively quickly after every crisis, and particularly nonrecurring events and natural disasters. Even so, the question basically remains how the tourist industry will respond in future if risks occur more frequently and have increasing impact. Storms, floods are the most frequent cause of damage and injury from natural events. Between 1998 and 2003, 800,000 people died in natural disasters worldwide. The tsunami of 26 December 2004 in South-east Asia showed again what devastating and unpredictable force nature can unleash.

2.1 Earthquakes

Earthquakes are the result of sudden release of energy in the Earth's crust that creates seismic waves. Earthquakes are recorded with a seismometer, also known as a seismograph. The moment magnitude of an earthquake is conventionally reported based on Richter magnitude. Earthquakes with magnitude 3 or lower are mostly imperceptible and magnitude 7 cause serious damage over large areas. Intensity of shaking is measured on the modified Mercalli scale.

In its most generic sense, the word earthquake is used to describe any seismic event—whether a natural phenomenon or an event caused by humans—that generates seismic waves. Earthquakes are caused mostly by rupture of geological faults, but also by volcanic activity, landslides, mine blasts, and nuclear experiments. An earthquake's point of initial rupture is called its focus or

hypocenter. The term epicenter means the point at ground level directly above the focus or hypocenter

Most naturally occurring earthquakes are related to the tectonic nature of the Earth. Such earthquakes are called tectonic earthquakes. The Earth's lithosphere is a patchwork of plates in slow but constant motion caused by the release to space of the heat in the Earth's mantle and core. The heat causes the rock in the Earth to flow on geological timescales, so that the plates move slowly but surely. Plate boundaries lock as the plates move past each other, creating frictional stress. When the frictional stress exceeds a critical value, called local strength, a sudden failure occurs. The boundary of tectonic plates along which failure occurs is called the fault plane. When the failure at the fault plane results in a violent displacement of the Earth's crust, energy is released as a combination of radiated elastic strain seismic waves, frictional heating of the fault surface, and cracking of the rock, thus causing an earthquake.

Small earthquakes occur regularly: Small earthquakes occur nearly constantly around the world in places like California and Alaska in the U.S., as well as in Chile, Peru, Indonesia, Iran, Azores in Portugal, New Zealand, Greece and Japan. Large earthquakes occur less frequently, the relationship being exponential; for example, roughly ten times as many earthquakes larger than magnitude 4 occur in a particular time period than earthquakes larger than magnitude 5.

18 major earthquakes and one great earthquake per annum: The United States Geological Services (USGS) estimates that, since 1900, there have been an average of 18 major earthquakes (magnitude 7.0-7.9) and one great earthquake (magnitude 8.0 or greater) per year, and that this average has been relatively stable. In fact, in recent years, the number of major earthquakes per year has actually decreased.

Most of the world's earthquakes (90%, and 81% of the largest) take place in the 40,000-km-long, horseshoe-shaped zone called the circum-Pacific seismic belt, also known as the Pacific Ring of Fire, which for the most part bounds the Pacific Plate. Some far-east tourism attractions are in this ring. Massive earthquakes tend to occur along other plate boundaries, too, such as along the Himalayan Mountains.

With the rapid growth of mega-cities such as Mexico City, Tokyo or Tehran, in areas of high seismic risk, some seismologists are warning that a single quake may claim the lives of up to 3 million people.

2.2 Tsunami

The term tsunami comes from the Japanese meaning literally harbor wave. A tsunami is a series of waves created when a body of water, such as an ocean, is rapidly displaced. Earthquakes, mass movements above or below water, volcanic eruptions and other underwater explosions, landslides, underwater earthquakes, large meteoroid or asteroid impacts and testing with nuclear weapons at sea all have the potential to generate a tsunami. The effects of a tsunami are always devastating due to the immense volumes of water and energy involved. Undersea earthquakes and earthquake-triggered landslides into the sea, caused the Indian Ocean Tsunami in December 2004.

A tsunami has a much smaller amplitude (wave height) offshore, and a very long wavelength (often hundreds of kilometers long), which is why they generally pass unnoticed at sea, forming only a passing "hump" in the ocean.

Tsunami Generation: A tsunami can be generated when the plate boundaries abruptly deform and vertically displace the overlying water. Such large vertical movements of the Earth's crust can occur at plate boundaries.

Sub-duction earthquakes are particularly effective in generating tsunami. A tsunami in the 1940's that inundated Hilo, Hawaii, was caused by an earthquake on one of the Aleutian Islands in Alaska. That earthquake was 7.8 on the Richter Scale. The area concerned is where the Pacific Ocean floor is sub-ducting (or being pushed downwards) under Alaska.

Super-duction Tsunami takes place when an earthquake occurs causing the plates below the water to push up causing the water to create a huge wave. The Chile earthquake of May 1960, Alaska, Sumatra are recent examples of powerful earthquakes that generated a tsunami that crossed oceans. Smaller earthquakes in Japan can trigger tsunami that can devastate nearby coasts within 15 minutes or less.

Tsunamis occur most frequently in the Pacific Ocean, but are possible wherever large bodies of water are found, including inland lakes. They may be

caused by landslides, volcanic explosions, bolides and seismic activity. Parts of Sri Lanka, Indonesia, etc were devastated by the 2004 Asian Tsunami.

2.3 Cyclones

In meteorology, a cyclone is an area of low atmospheric pressure characterized by inward spiraling winds that rotate counter clockwise in the northern hemisphere and clockwise in the southern hemisphere of the Earth. The generic term covers a wide variety of meteorological phenomena. These include tropical cyclones, extra-tropical cyclones, and tornadoes, so meteorologists rarely use "cyclone" without additional qualification.

Polar, Polar low, Extra-tropical, Subtropical, Tropical, or Meso-scale cyclones are the types.

Polar or Arctic cyclones are vast areas of low pressure. A polar cyclone is a low pressure weather system, usually spanning 1,000–2,000 kilometers, in which the air circulates in a counterclockwise direction in the northern hemisphere, and a clockwise direction in the southern.

A **polar low** is a small-scale, short-lived atmospheric low pressure system (depression) that is found over the ocean areas pole-ward of the main polar front in both the Northern and Southern Hemispheres.

An **extra-tropical cyclone,** sometimes inaccurately called a cyclone, is a synoptic scale low pressure weather system that has neither tropical nor polar characteristics, being connected with fronts and horizontal gradients in temperature and dew point otherwise known as "baro-clinic zones".

A **subtropical cyclone** is a weather system that has some characteristics of a tropical cyclone and some characteristics of an extra-tropical cyclone. It can form in a wide band of latitude, from the equator to 50°.

A **tropical cyclone** is a storm system fueled by the heat released when moist air rises and the water vapor in it condenses. The term describes the storm's origin in the tropics and its cyclonic nature, which means that its circulation is counterclockwise in the northern hemisphere and clockwise in the southern hemisphere. Depending on their location and strength, tropical cyclones are referred to by other names, such as hurricane, typhoon, tropical storm, cyclonic storm, and tropical depression.

Hurricane Katrina was the costliest and one of the five deadliest hurricanes in the history of the United States. It was the sixth-strongest Atlantic hurricane ever recorded and the third-strongest hurricane on record that made landfall in the United States. Katrina formed on August 23 during the 2005 Atlantic hurricane season and caused devastation along much of the north-central Gulf Coast. The most severe effect loss of life and property damage occurred in New Orleans, Louisiana, which flooded as the levee system catastrophically failed, in many cases hours after the storm had moved inland. By August 31, 2005, eighty percent of New Orleans was flooded, with some parts under 15 feet of water.

A **meso-cyclone** is a cyclonic vortex of air, between approximately 2 and 10 km diameter within a convective storm. They can often be found in association with updrafts in super-cells, where tornadoes may form. Storms with mesocyclones can feature strong surface winds and severe hail.

Effect of Cyclones on tourism: The effects of Hurricane Katrina on the New Orleans economy: Hurricane Katrina devastated the New Orleans economy; tourism, port operations, and educational services. The foundation of the city's economy survived, offering a base for recovery. The various immigrant populations numbering in the thousands, and consisting of documented and undocumented individuals and families, as well political refugees, who were living and working in the states were the hardest hit by the hurricane in Louisiana, Alabama and Mississippi. In the Gulf States immigrants of documented and undocumented status were employed in all aspects of the tourist industry. Immigrant women were particular targets of the tourist industry and their labor was exploited in all areas of tourist/service work in effects the areas, where they were employed as housekeepers in hotels, as waitresses and kitchen workers in the restaurant industry, and as cashiers and service workers in the floating casinos off the gulf coast.

As a result of the hurricane, this vast pool of highly exploitable workers have been displaced, made homeless and now live in fear under the threat of arrest and deportation. The collapse of the tourist industry has greatly increased the disposability of an already highly vulnerable population.

Natural disasters like Hurricane Katrina have two types of major effects on personal income: they destroy property, and they disrupt the flow of income in the economy: typically reducing it in the short term and boosting it later.

2.4 Climatic Changes

Climatic change – the source of critical changes in scenery and nature (e.g. desertification) – is a particular driver of unexpected extreme natural events and weather conditions. The International Disaster Database shows that this link cannot be dismissed. There is a rising trend in the storms, floods, earthquakes, volcanic eruptions, epidemics and plagues listed in this database. The following trends in particular are evident:

- Rising frequency and intensity of extreme weather.
- Extreme climatic and weather events and natural disasters are omnipresent, with growing regional impact.

There is a clear rise in material and intangible damage. Natural disasters are affecting both the centres and the peripheries, rural areas and urban population centres. There are regional and local bottlenecks in supplies of water, food and energy. Many experts believe that the global climate change and its consequences for the weather and nature will result in serious danger unless far reaching measures are taken soon.

Tourism is one of the industries particularly affected by climate change and natural disasters, specifically because these ultimately lead to a change at different levels in the pattern of ′"most favored" and "least favored" tourist areas. Discussions and measures in the tourist industry should not be limited to strategies for adjustment. In addition, preventive strategies are needed to reduce the scale and pace of environmental and climatic change. Tourism as one of the sources of the anthropogenic greenhouse effect should make a relevant contribution here, in its own interest.

2.5 Post-Calamity Efforts matter most

Courage, confidence and collectivism are needed to minimize the ill effects of disasters. Exemplary courage was exhibited by USA in the post Katrina and Rita cyclones.

People in the worst-hit New Orleans and Louisiana are open for business and eager to demonstrate to visitors why their state remains a world class tourist destination. It is important for people to realize that the best way to help us help ourselves is to come and visit. The renowned hotels, restaurants, museums and attractions are open and will help visitors fall in love with the affected areas.

Tourism is critical to the rebirth of affected areas. This is why everyone can feel good about having fun while making a difference for those who make the Big Easy swing.

The message to people across the affected country and around the world is to come visit affected states. This is what UNWTO propagates. While the courageous tourists are enjoying local culture, food and music, they are actually helping to stand up for the destinations' recuperation. And that's good news for the rebirth of the destinations.

Medical care to be addresses carefully: Post-calamity health care crisis is generally high due to a mass displacement of physicians and aborted supply lines of medicines and damage to medical properties. Most vulnerable citizens are tourists, children and elderly, the mentally ill and the poor need special care confronting massive roadblocks to adequate medical care.

3. MANMADE CALAMITIES

Wars and violent conflicts, international terrorism, social rifts, communal disturbances, ethnic violence, insurgency, political unrest, separatism have resulted in a current increase in attention to the need for security in general and safeguarding of tourism in particular. It is reasonable to assume that new security risks and crises will take on a new scale, because of the growing shift in wars from the state level to, for example, ethnic and religious armed conflict, with a growing scale of damage. Questions of security and tourist risks are accordingly becoming increasingly important for the future of travel.

Fading memory a big bonanza: At the same time it is seen repeatedly that after a specific event (crisis) awareness of a threat quickly fades among those wanting to travel. Surveys show, for example, that earlier disasters and crises had little impact on the current/future travel season. Only 1 % of respondents intend to travel to a different destination than the one originally chosen, 1 % are cancelling their trip due to the disturbance and 3 % are still undecided. But 95 % are not changing their vacation plans at all.

3.1 Terrorism and Violence

Today we are now seeing terrorism directed against tourists and tourist destinations. Terrorists use the tourist system to attract global media attention

through spectacular attacks on tourists or the tourist infrastructure. As a result, tourists avoid these destinations which again impacts the tourist industry. The greatest impact on tourist demand comes from terrorist attacks where tourists and locals are the direct target or victims of the attack. The following aspects in particular distinguish the current situation:

- Security risks are becoming more diverse, diffuse and frequent.
- There is a clear rise in material and intangible damage.
- Violence is appearing nationally and internationally in the form of hostility towards strangers, attacks on foreigners and terrorist attacks and hostage taking.
- Terrorist attacks are aimed at major cities, tourist centres and infrastructure and directly at tourists.
- Security risks are omnipresent and regionally unpredictable.

3.2 Ethnic Violence and Tourism

Kenya's tourism has been devastated by the recent violence following a disputed election in December. January is normally a high season for tourists who bring in $900 million a year. The United States and Britain have warned their citizens against all but essential travel to Kenya. The effects are hotels are empty up and down the Kenyan coast after ethnic clashes killed more than 1,500 people and forced more than 600,000 to flee their homes in the wake of the disputed Dec. 27 presidential election. Inland, the elephants, lions, and giraffes have the country's game reserves to themselves as safari companies divert to neighboring Tanzania. After years of boom, East Africa's dominant economy seems headed for a fall.

3.3 Civil War and Tourism

The Sri Lankan Civil War is an ongoing conflict on the island-nation of Sri Lanka. Since the year 1983, there has been on-and-off civil war, predominantly between the Government and the Liberation Tigers of Tamil Eelam (LTTE, also known as the Tamil Tigers), a separatist militant organization who fight for the creation of an independent state named Tamil Eelam in the North and East of the island. It is estimated that 68,000 people have died in the war since 1983. Sri Lanka, with an income per head of $1,350, still

lags behind some of its neighbors including Maldives and Mauritius. The economy was briefly buoyed by an influx of foreign aid and tourists, but this was disrupted with the reemergence of the civil war resulting in increased lawlessness in the country and a sharp decline in tourism.

3.4 Importance of Secure Travel to Tourists

The importance of secure travel to tourists is growing, from the decision to book (or not) through to customer expectations that travel operators and local tourist managers will assume responsibility for the tourist's safety, life and health. However, the importance of making the customer's vacation secure is still underestimated. Experts agree that tourists' perception of risks and security significantly affects the image of a destination and overall satisfaction, although to a very different extent. A concrete and objectively understandable high level of security at every stage of travel and transparent communication contribute decisively to improving actual (objective) security and positively affecting the tourist's subjective impression of protection and security.

4. MEASURES TO PROTECT TOURISM FROM MENACES

Several measures are called for to protect tourism from epidemics, terrorism and natural calamities.

4.1 Risk Communication

The risk perception of all the actors in tourism has so far been dominated by terrorism and acts of violence, but in future the emergence of other risk trends will lead to a more comprehensive understanding of tourist security. As a result, risk communication will in future have to take on more diverse and new functions. The focus should be on the educational function in terms of risk prevention and an awareness about informed risk management. This applies to both travel tips and warnings by public agencies through the media, consumer networks, travel guides, direct advice locally to travelers and tourists and information services of travel operators and travel insurance companies. However, such risk communication must be given higher priority in the face of marketing and local interests. So far, risk communication has been virtually unable to communicate positive aspects and information – presenting greater security as a gain for travelers, rather than a restriction. This is due particularly

to the fact that so far it has not been possible to evaluate many risks adequately and these are not an automatic element in corporate communication. It is likely, however, that risk communication could prove a unique feature in future which could improve or create market opportunities. A prerequisite for this is the existence of improved early warning systems and their systematic expansion and use.

Growing insecurity in tourism – risks to travelers from possible attacks, epidemics, natural disasters – have not led the travel insurance companies to offer entirely new products. However, as there is definitely a change in the need for insurance policies, individual travel operators are increasing communication with their customers, with risk-conscious information (primarily for business travelers) and independent evaluation of possible risks in the destination country.

Risky communication: The recent ethnic violence in Kenya has been inflamed by, thanks to internet, text messaging. Kenyans send more than 5 million texts a day and since the disputed election on December 27, millions of messages have been stirring up the ethnic hatred.

4.2 Crisis Prevention and Crisis Management

Pro-active measures rather than reactive measures are called for. Despite initial serious efforts at strategic early intelligence on tourist risks, major travel operators have so far been primarily concerned with (reactive) crisis management. By contrast, virtually no attention is paid to structural causes for crises.

Risk identification and management by the airlines is aimed primarily at measures to avert immediate danger and prevent terrorist attacks.

Airlines have fundamentally revised their security concepts in part after the attacks of 11 September 2001. New security strategies concentrate on preventive measures, ranging from improved check-ins to security measures on the aircraft. These measures are based either on initiatives by the airlines themselves or the implementation of national and international regulations. The hotel and restaurant industry is still in the early stages of risk prevention.

Hotel operators are responding to new risks mainly with improved security technology, choice of location and risk management. Most major hotels or hotel chains have appointed security officers and cooperate with security

technology companies. International hotel chains are also advised by risk consultants and security firms.

However, these activities still have deficits in terms of considering structural crisis factors. In addition, there are limits in protecting tourists and tourist facilities, for example where security measures restrict the comfort - and hence the value in terms of the experiences enjoyed - of vacation travel.

4.3 Tourism Policy

Tourism policy tries to respond at various levels to the risk trends described above. One focus of the measures of the governments is on security in air travel. Harmonising security standards is needed the most. Regulation requires all member states to develop a system of quality assurance and national programs for air security. A current action plan by the G8 governments is also aimed at improving security in international air travel and identifies various measures (e.g. security of travel documents, improved sharing of information, reducing the danger from portable anti-aircraft weapons) and the G8 nations will assist developing and newly-industrializing countries in implementing these.

Tourism policy is also concerned with security for national attractions and major events in destinations. As the example of the Olympics in Athens in 2004 showed, extensive and expensive security arrangements have to be taken, while at the same time preserving civil rights.

4.4 Science and the Future of Tourism

Interdisciplinary approaches could monitor and analyze the demographic shift periodically, taking into account tourist aspects such as the development of travel motivation and behavior in different age groups. Such monitoring, which would include scenarios for future asset formation and income trends, could identify socio-demographic trends in a timely way and provide a better base of information for the impending challenges.

In expectation of growth in tourism from the economic expansion of the world, the consequences of this could be explored in dialogue between politics and science, for example if and how framework conditions could be created which increase global travel.

Finally, research into risk and consequences should analyze and evaluate future tourism in the shadow of possible structural global peacelessness, the

consequences of climatic change and growth in epidemics. Scenarios and historical and empirical case studies could contribute to improved risk communication and the development of prevention oriented early warning systems for risks and crises in tourism.

Overall, research faces the task of moving beyond mere extrapolation of trends towards developing methods and techniques that can be used to better analyze future trends and communicate them in terms which match the needs of practice. This task is as ambitious as it is essential. Some examples of fields and research questions are addressed and discussed in this report.

QUESTIONS

1. Present an account of the types of Epidemics and their effect on tourism.
2. Give an account of natural calamities and their impact on tourism.
3. What are manmade calamities & internal disturbances? How these impact tourism?
4. Discuss measures for protecting tourism from the barriers to tourism.

REFERENCES

1. Web sites of Wikipedia
2. Other Web sources



MODEL QUESTION PAPER

Paper-4.4: GLOBAL TOURISM

Time: 3 hours

Maximum: 100 Marks

PART-A

(5x 8 = 40 marks)

Answer any **Five** questions

All questions carry equal marks

1. Present the outbound tourism from the Americas.
2. Give an account of USA's tourism market in terms of attractions.
3. Explain tourism attractions in Middle-east
4. Present the North-east Asia's tourism attractions.
5. Elucidate the causes for low inbound tourism to South Asia
6. Discuss the trend in global tourism arrivals in the last one decade.
7. Explain the tourism earnings trend in the world.
8. Explain the types of epidemics that affected tourism in the recent one decade.

PART-B

(4x 15 = 60 marks)

Answer any **Four** questions

All questions carry equal marks

9. Explain the major tourism attractions in Europe and their inbound tourism.
10. Present the major tourism markets of Africa and trend in inbound tourism
11. Present the trend in inbound tourism to South-east Asia.
12. Explain the tourism attractions in the Oceania nations.
13. Explain the trend in domestic tourism across the globe.
14. Explain the distribution of accommodation facilities in the world major regions.
15. Explain the developments in tourism transportation facilities.

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